AUTOPOESIS

ART PROJECT. BMW GROUP PLANT DEBRECEN. (2023 – 2025)

AUTOPOESIS ART PROJECT
BMW MANUFACTURING HUNGARY

A collaborative art project with the partners:

- University of Debrecen, Department of Architecture, Debrecen (UD)
- Eszterházy Károly Catholic University, Media and Design Institute, Eger (EKCU)
- Hungarian University of Fine Arts, Budapest (HUFA)
- MODEM Center for Modern and Contemporary Art, Debrecen
- Municipality of Debrecen Mayor's Office

BMW GROUP Gyár Debrecen

MEDIA & DESIGN EGER

EGER 1774 ESZTERHÁZY KÁROLY KATOLIKUS EGYETEM

1871

modem

2023 – 2025

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FOREWORD

ILKA HORSTMEIER



Distinguished Reader,

Art and mobility share a common essence: Both have the power to change perspectives and ignite emotions. At the BMW Group, we have long recognised this synergy, supporting more than 100 cultural projects worldwide over the past five decades. Our commitment stems from the belief that artistic expression and individual mobility are twin engines of human progress, each capable of moving body, heart and mind.

As we inaugurate our new BMW Group Plant in Debrecen, we are not merely opening the doors to a new facility. It is here that the first model of our groundbreaking NEUE KLASSE, the BMW iX3, will come to life – a vehicle that, like the art adorning our spaces, embodies our unwavering commitment to pushing boundaries and reimagining what is possible.

At the BMW Group, we strongly believe that art opens our minds, challenges us and sparks fresh thinking – skills we need to develop pioneering mobility solutions that touch people's lives. The artworks featured in this catalogue, created by young Hungarian artists, are more than just beautiful additions to our space. Permanently displayed at our plant, these pieces are here to inspire – our associates, partners, friends and fans of our brand.

I extend my warmest congratulations to the artists for their outstanding work. As you explore this catalogue, I hope these artworks stir your imagination and inspire you as profoundly as they have inspired me. May they serve as a powerful reminder of the limitless possibilities that arise when art and innovation come together to shape our future.

Ilka Horstmeier
Member of the Board of Management of BMW AG
People and Real Estate

AUTOPOESIS ART PROJECT. WINNERS VISITING BMW MUNICH.



The winners of the Art Project BMW Manufacturing Hungary visited Munich in July and as a highlight of this remarkable event, they had the privilege of meeting Ms. Ilka Horstmeier, Board Member of BMW AG.

(left to right)
- György Orosz, Ungvári József Márk,
  graphic design students EKCU-MDI
- Professor Dr. habil. József Szolnoki,
  Eszterházy Károly Catholic University (EKCU),
  Director Media and Design Institute (MDI), Eger
- Dr. Nicole Haft-Zboril,
  Senior Vice President Real Estate Management BMW Group,
  Chairwomen BMW Group Art Jury
- Oszkár Sztanyó,
  graphic design student EKCU-MDI
- Bálint Lovas,
  student University of Debrecen,
  Department Architecture
- Ilka Horstmeier,
  Board Member of BMW AG, President BMW Group Art Jury
- László Papp, Réka Jana Molnár, Zsupos Zoltán, László Nagy,
  students University of Debrecen,
  Department Architecture

FOREWORD

HANS-PETER KEMSER



For more than 40 years now, the BMW Group has initiated and engaged in over 100 cultural cooperations worldwide.

The so-called Art Project in Hungary is an initiative by BMW Group Plant Debrecen to support the architecture and design-related projects of talented students, from three prestigious Hungarian universities, where young talents dreamt unique art concepts and then implemented them being inspired by the iFACTORY principle.

It is amazing to see how that was embodied and has come into existence via the artists' approach and interpretation in the art works, which found home in our plant.

Hans-Peter Kemser
President and CEO,
BMW Manufacturing Hungary Kft.

FOREWORD

DR. NICOLE HAFT-ZBORIL



Through our cultural engagement, we strive to be a responsible corporate citizen, deeply connected to the communities we are a part of. We are passionate about nurturing young talent, providing them with a platform to showcase their work and amplify their voices. This project continues our 40-year tradition of collaborating with art schools near our global BMW Group sites. From South Africa to the US, Mexico, Belgium, Germany, China and now Hungary, more than 500 students have shared their visions through over 30 art projects at our plants, gaining exposure and experience along the way.

As with all BMW Group Art Projects, the project in Hungary has seen selected students partake in an extensive program of workshops and excursions, spending two semesters under the mentorship of BMW Group Art Management and university professors. Trips to our existing plant in Leipzig familiarized them with our architecture, vision, the context and process of automotive production - our BMW iFACTORY. The students created site-specific artworks to go on permanent display at our newest BMW Group Plant Debrecen.

Seeing the students develop their different approaches to creating site-specific art pieces has been a fascinating and inspiring experience.

This Art Book showcases 7 large-format art pieces being introduced in summer 2025 and permanently exhibited at designated locations within our plant.

As the budding young artists set about realizing their works, in my role as chairwomen of the BMW Group Art Jury, I would like to take this opportunity to thank the Universities for taking part – and wish those entering the next stage of the program all the very best as they embark on the exciting task of turning their concepts into reality and inspiring our team.

Dr. Nicole Haft-Zboril
Senior Vice President Real Estate Management
BMW Group
Chairwoman BMW Group Art Jury

CONCEPT PHASE 2023 – 2024

CHAPTER 1.1.

BMW GROUP Gyár Debrecen

MEDIA & DESIGN EGER

EGER 1774 ESZTERHÁZY KÁROLY KATOLIKUS EGYETEM

1871

modem

2023 – 2025

CONCEPT & REALIZATION

CURATOR

BMW Group Art Projects (1988–2025).

A strong commitment to the arts has long been integral to the BMW Group corporate citizenship and social responsibility (CSR). An example of this is the company's longstanding international Art Projects, in which:

- BMW partners with universities for art and design and art curators to foster the careers of emerging artists and designers to create artworks for permanent display at BMW Group buildings under construction. The BMW Group Art Jury and BMW Group Real Estate Management initiate, advise and manage these projects and artworks at the headquarters in Munich and facilities worldwide.
- Selected talented students attend workshops and tutorials under the guidance of curators and experts to develop and create artistic concepts for large-scale artworks using media of their choice for display in public art exhibitions.
- Advised by a local Expert Jury and external partners, the BMW Group selects and commissions from a wide range of artistic submissions by the students.
- The resulting large-scale artworks integrate into corporate architecture; for the company's associates, visitors, clients and the public to enjoy.

BMW has supported kickstart the careers of over 500 artists in 30 Art Projects over four decades in China, Europe, Germany, Mexico, South Africa, the US.

"AUTOPOESIS."
BMW Manufacturing Hungary's first Art Project.

Launched in March 2023 for the new BMW GROUP Plant in Debrecen, completed in 2025/2026.

The vision.

Quality and innovation underpin BMW's approach in its core business and role as a partner and good neighbor in the localities of its facilities. This involves working with strategic partners, and opening the project to the public.

For the project in Hungary these are:

- Debreceni Egyetem, University of Debrecen, Faculty for Architecture, Debrecen.
- Eszterházy Károly Katolikus Egyetem, EKKE, Media and Design Institute, Eger.
- Magyar Képzőművészeti Egyetem, Hungarian University of Fine Arts, Department for Sculpture, Budapest.
- The City of Debrecen, the intersection-roundabout land nearby, owned by the City of Debrecen.

CONCEPT & REALIZATION

CURATOR

Partners enabled two public exhibitions:

- Modem és Kortárs Művészeti Központ, MODEM Center for Modern and Contemporary Art Debrecen.
- Parthenón-fríz Terem, The Parthenon-Frieze Hall at Magyar Képzőművészeti Egyetem, Hungarian University of Fine Arts, Budapest.

The strategy.

The BMW Group's approach focuses on quality and innovation through:

- **Collaborations** with universities of art and design, freelance curators and other partners with BMW Group associates advising and mentoring the students.
- **Interdisciplinary studies** with students of art, architecture, media design, sculpture.
- **Field trips** to acquaint students with the company's philosophy, production, commitment to the arts, and with a production BMW GROUP Plant under construction.
- **Workshops and tutorials** to sensitize students to specifics of the BMW GROUP Plant site, corporate architecture, technical aspects, the production of renderings, 3D models, considerations around budget, legal, financial and planning issues.
- **Mentoring** by curators, architects, landscapers, and other experts offering practical support to students.
- **Public exhibitions, eArtbook and films** create a platform to introduce the project and artworks to a vivid and creative community.

The stages.

The Art Projects adopt a phased approach consisting of:

- **The Concept Phase**, in which a program of workshops, tutorials, field trips is designed to acquaint students with the broader context of their intended artwork.

  During this phase the universities:

  — Encourage their students from various disciplines to apply in the BMW Art Project and select the most promising candidates to join the Art Project.
  — Work with BMW and curators to enhance students' drafts for submission to the BMW Expert Jury and BMW Group Art Jury.

CONCEPT & REALIZATION

CURATOR

"AUTOPOESIS" included field trips to:

— BMW's headquarters in Munich, to gain an understanding of the company.
— BMW GROUP Plant Leipzig, to experience automotive production and see Zaha Hadid's groundbreaking architecture.
— Artist studios at the Leipzig Cotton Mill, to meet other students that have benefited from BMW Art Projects.
— BMW GROUP Plant Debrecen construction site, to understand where their artworks would go on display.

"AUTOPOESIS" was the first Art Project to conclude its Concept Phase with public exhibitions.

The Realization Phase.

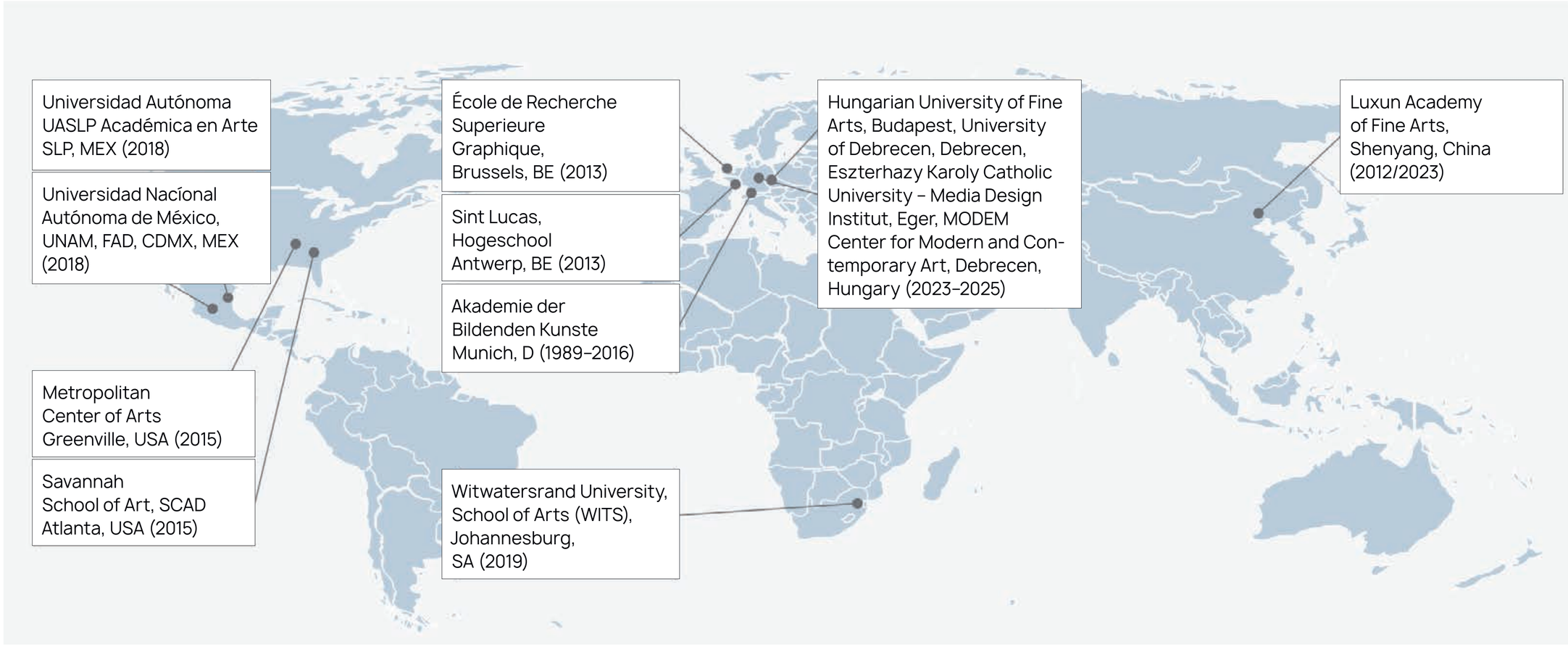
This stage of the project sees students selected by the BMW Art Jury realize their large-scale artworks. While architects are planning the technical installations on-site, artists receive practical support through curatorial workshops and tutorials:

— Advice on scheduling, planning, producing site-specific works.
— Supervise the installations of artworks at the BMW GROUP Plant's locations.
— Create the eArtbook for press, PR and the inauguration event.

The Art Opening celebrates the artists and their works which are now in place at the new BMW GROUP Plant to enjoy.

Jone Scherf, M.A.
Master of Fine Arts, Psychology and Philosophy
Founder and Director of State of the Art Management

BMW GROUP ART MANAGEMENT. INTERNATIONAL NETWORK.



Jone SCHERF, curator on behalf of the BMW Group

AUTOPOESIS ART PROJECT
BMW MANUFACTURING HUNGARY

CONCEPT PHASE:

UNIVERSITY OF DEBRECEN
DEPARTMENT OF ARCHITECTURE, DEBRECEN

BMW GROUP Gyár Debrecen

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2024



Exhibition, 2022
MODEM

FOREWORD

The aim of the training is to train architects primarily in the activities connected with building construction which, according to the relevant regulations, can be carried out directly by holders of this qualification (drafting, drawing, technical preparation, building construction, building maintenance, production and distribution of building materials or elements, etc.), public authorities, certain aspects of design and research, who, by virtue of their knowledge of science, technology, art, economics, humanities and languages and the skills associated with them, are capable of carrying out the technical tasks described above under supervision. They are prepared to continue their studies at Masters level.

PRESENTATION OF STUDENTS:

Models and design proposals
for artworks for BMW GROUP
Plant Debrecen, Hungary

2024

01	**VISION**	MOLNÁR Réka Janka (UD)
02	**SPECTRUM**	NAGY László (UD) PAPP László (UD) ZSUPOS Zoltán (UD)
03	**HORTOBÁGY**	SEPSI Vanda (UD)
04	**CLOUDS**	SZABÓ Barnabás (UD) KORHÁN Marcell (UD)
05	**MUD WALL**	CSATA Péter (UD)
06	**ROOTS AND RENEWAL**	SÁNTA Dániel (UD)
07	**BLUE FALCON**	CHOMA Benedek (UD) SIKE Boglárka (UD) TÖRÖK Fruzsina (UD) VITÁLIS Bonifác (UD)



Group of students at Faculty of Architekture, University of Debrecen, 2023.



MOLNÁR RÉKA JANKA

Debrecen, 1998.02.07.
University of Debrecen
Architecture student

Introduction

When I was a kid art meant drawing and painting for me. The high school I went to was dedicated to theater, so I became interested in the world of theater as well. I started attending to drawing classes and also working on theater costume designs. I found it interesting how I can portray a specific character and mood as best as possible. I tried to bring out many characters and master as many techniques as I can. I worked with charcoal, graphite, acrylic, oil, pastel, watercolor, walnut wood stain, but I also learned the basics of lace making. I had the opportunity to create a mural in the new hall of the Békessy Békessy Fencing Gym in Debrecen. After high school, I went to the Technical University of Debrecen to study architecture, where I fell in love with it. Since then i have completed my Bachelor's degree, and now I am studying towards a master's degree, and I am also working as an architect in Debrecen for 3 years.

I studied painting earlier, so I think that visuality affects my architectural thinking as well. Art for me is where I can let go my imagination and I don't have to "walk on the ground".

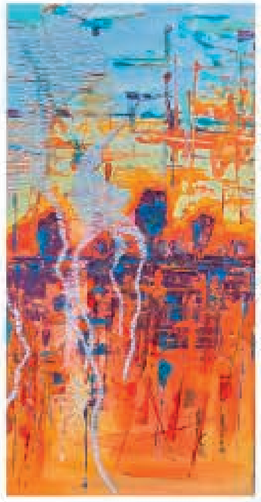
VISION

Outdoor/indoor installations
Outdoor: 500 cm high
Indoor: 200 – 300 cm high
Made of resin

Paintings
61 × 61 cm, 28 × 33 cm, 23 × 43 cm, 122 × 76 cm
Photos
2 pieces of A3 size, 2 pieces of A2 size

MOLNÁR Réka Janka
UD, Debrecen
2024

My concept is all about the Hungarian Great Plain and Hortobágy. I want to create a spectacular appearance that, on the one hand, highlights the infinity of the desert, and on the other, responds to its character. Hortobágy has got a flat world of shapes and the verticality forms a contrast with it. The silence and immobility of the desert is only broken and complemented by its own elements. The peaceful landscape needs a counterbalance that can highlight and strengthen this silence. My concept creates this counterbalance in the form of art. My surreal installations stand on tall legs and can appear in any part of the BMW GROUP Plant, both outdoors and indoors, and they are realized in several forms of media (sculpture, painting, graphics). I kept in mind how strong and free nature can be when its make its own forms. So I focused on nature while I was planning, because green thinking and the local identity are important values for me.









1. 2. 3. 4.

Paintings



5.



6.



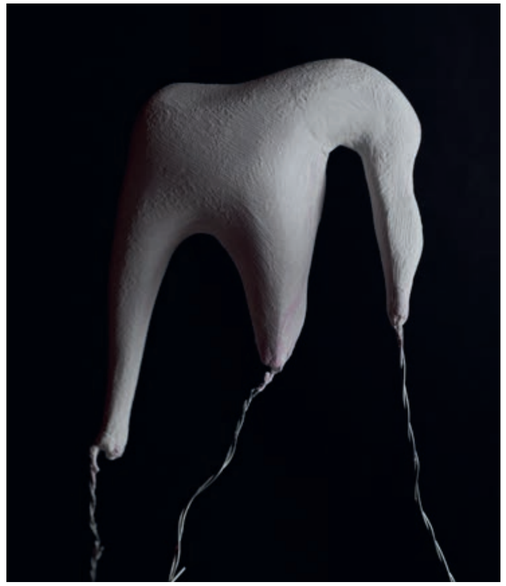
7.

Digital paintings











Sculpture models



NAGY LÁSZLÓ

Debrecen, 1994. 02. 28.
University of Debrecen
Architecture student

Introduction

Since my childhood, I have been interested in the world of architecture, drawing, and geometry. Architectural design is not just a profession for me; it's also a passion. I love exploring creative technical solutions that make it possible for a planned building or project to become a reality. Balancing functionality and aesthetics is the central element of my architectural philosophy. I believe in designing structures that not only serve their original purpose but also captivate people with their beauty. In addition to the aesthetic appearance of my work, I pay special attention to feasibility and usability. Throughout my work, I always strive for accuracy and precision.



PAPP LÁSZLÓ

Kisvárda, 2000. 10. 19.
University of Debrecen
Architecture student

Introduction

I am Papp László, a student of architecture at the University of Debrecen. I have always aspired to create spatial experiences that inspire people and contribute to improving our environment. The creative world of design and forms has always fascinated me, and this interest has led me to pursue a career in architecture. In addition to being an architect, I enjoy engaging with the arts, and I believe that there are many common elements between architecture and art. Shapes, colors, and aesthetic considerations are all elements that are present in both fields and have an inspiring effect on me.



ZSUPOS ZOLTÁN

Debrecen, 1991. 03. 07.
University of Debrecen
Architecture student

Introduction

I have been interested in nature and the built environment since I was very young. I am always happy to observe the forms, their structure and functioning, either in their close-up details or from a distance, as a whole. I like to craft, try materials, create a real, tangible object from the idea, find out if the idea works in reality. In architecture, it is exciting for me to come up with the solution to the given question, which takes on a built quality, but does not overwhelm its surroundings and is not self-serving. I am interested in designs in which the future user can participate in the development or completion, where the creation becomes a personal experience and value. I like structures and objects whose function can be changed, either by changing the user's needs, by using the invented form differently or by moving the structure. I think it is important that a work of art is elaborated in detail, that its fit and subtle playfulness should be pleasant to look at.

I consider those architects as role models who create sensitive, aesthetic, usable and lasting works that are also in balance with nature.

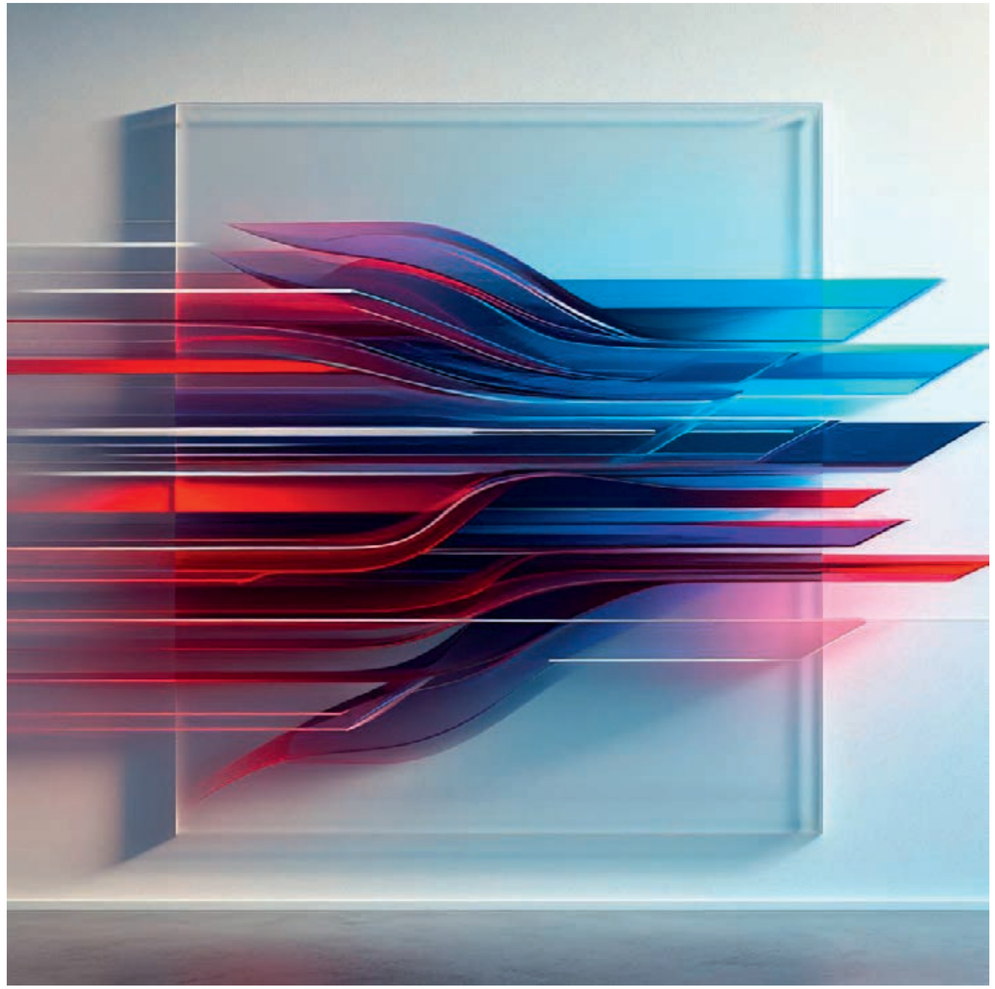
SPECTRUM

Indoor installation, wall-mounted
Max. 150 cm × 150 cm × 50 cm
Made of acrylic

NAGY László,
PAPP László,
ZSUPOS Zoltán
UD, Debrecen
2024

This installation is a sophisticated work of art specifically designed for the BMW GROUP Plant. The artistic piece is crafted from acrylic panels, securely mounted on the wall, creating a captivating spatial installation. The elements of the artwork form a harmonious composition, combining straight lines with subtle curves.

The transparency and fractures of the acrylic panels allow for the play of light, resulting in intriguing shades and visual depth. The straight lines reflect precision and modernity, while the curve adds an elegant dynamism to the installation. This artwork seamlessly aligns with BMW's brand values, where innovation and design meet functionality and style.







SEPSI VANDA

Debrecen, 1998.07.16.
University of Debrecen
Architecture student

Introduction

I have been drawing for as long as I can remember. I decided early on that I wanted to improve my skill. I wanted it to be more than a passing hobby. First, I only used pencil, later I tried charcoal, and from there it was a straight path to painting. When I was introduced to digital painting, I knew immediately that this is what I enjoy the most. Today, I can grab my tablet out of my bag anytime and anywhere to work on a picture when I have some time.

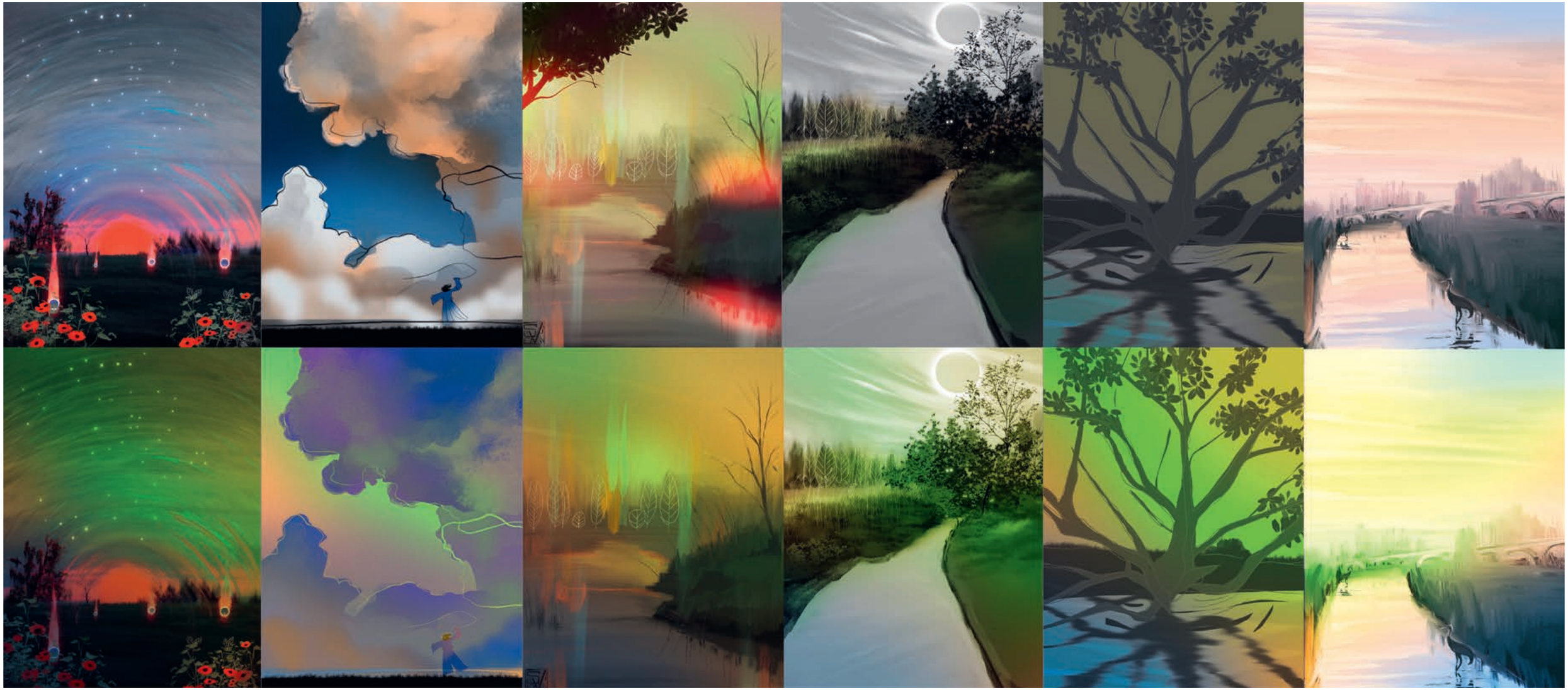
When choosing a profession, creative direction was an important factor. The aim was to choose some creative activity for myself if possible. Unfortunately, besides work and university, I have much less time to draw or paint, and especially not when I want to, but drawing my thoughts has always been an integral part of my life, so this hobby will probably accompany me for the rest of my life.

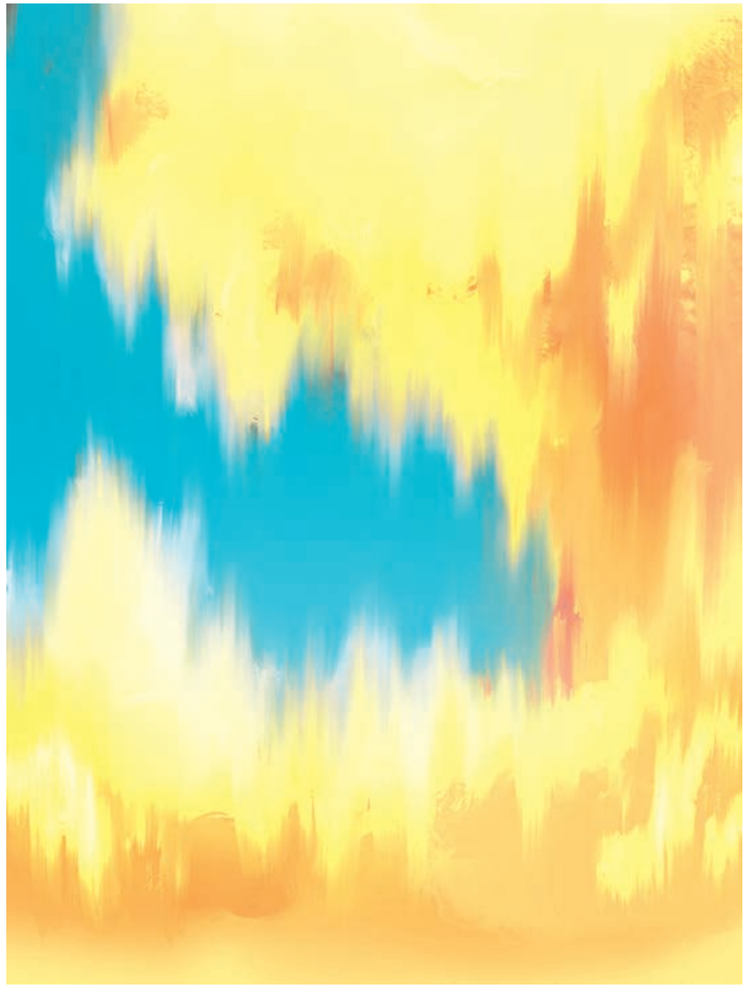
HORTOBÁGY SERIES

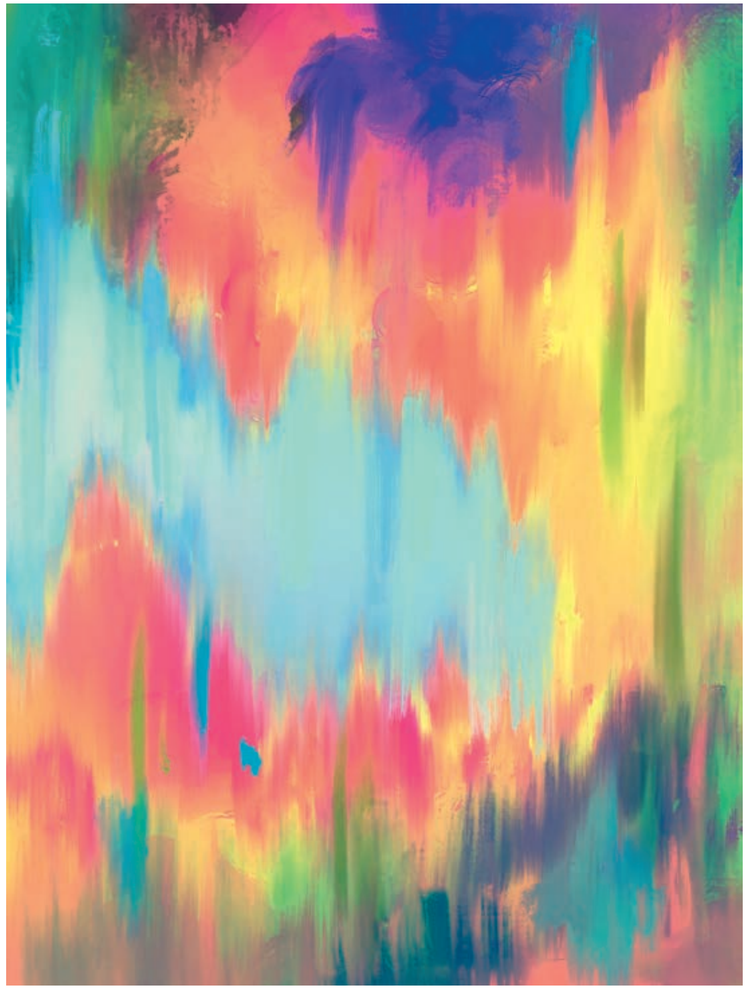
Indoors, wall-mounted
70 cm × 100 cm
Made of oil, acrylic
and a digital painting

SEPSI Vanda
UD, Debrecen
2024

With the Hortobágy series, I would like to present the unique beauty of the landscape and its wildlife, evoking the atmosphere of legends and folk tales typical of the Great Plain.









SZABÓ BARNABÁS

Debrecen, 1998. 07. 21.
University of Debrecen
Architecture student

Introduction

Ever since I was little I had the picture in my mind that I was going to have a job to do with engineering or science. I had nothing specific in mind, but after elementary school I found a secondary school which focused on the building industry, which I found exciting so I applied there. There we mainly studied the engineering side of the industry, but I really enjoyed it. When the time came to apply to university, it was clear that I would choose architecture. In the beginning it was not easy for me to change the engineer-like thought process into something thats more creative, artistic. However, the more I mastered this thought process and started to learn about architecture the more I fell in love with it. Nearing the end of my studies I can still say that I enjoy it more day by day, and I hope this will not change in the future.



KORHÁN MARCELL

Debrecen, 1998. 02. 23.
University of Debrecen
Architecture student

Introduction

Enhance actuality.
Embrace intellectual debate.
Question everything.
Reform the consciousness.
Revisit arts and crafts.
Reject authority.
Believe in community.
Trust in humanity.

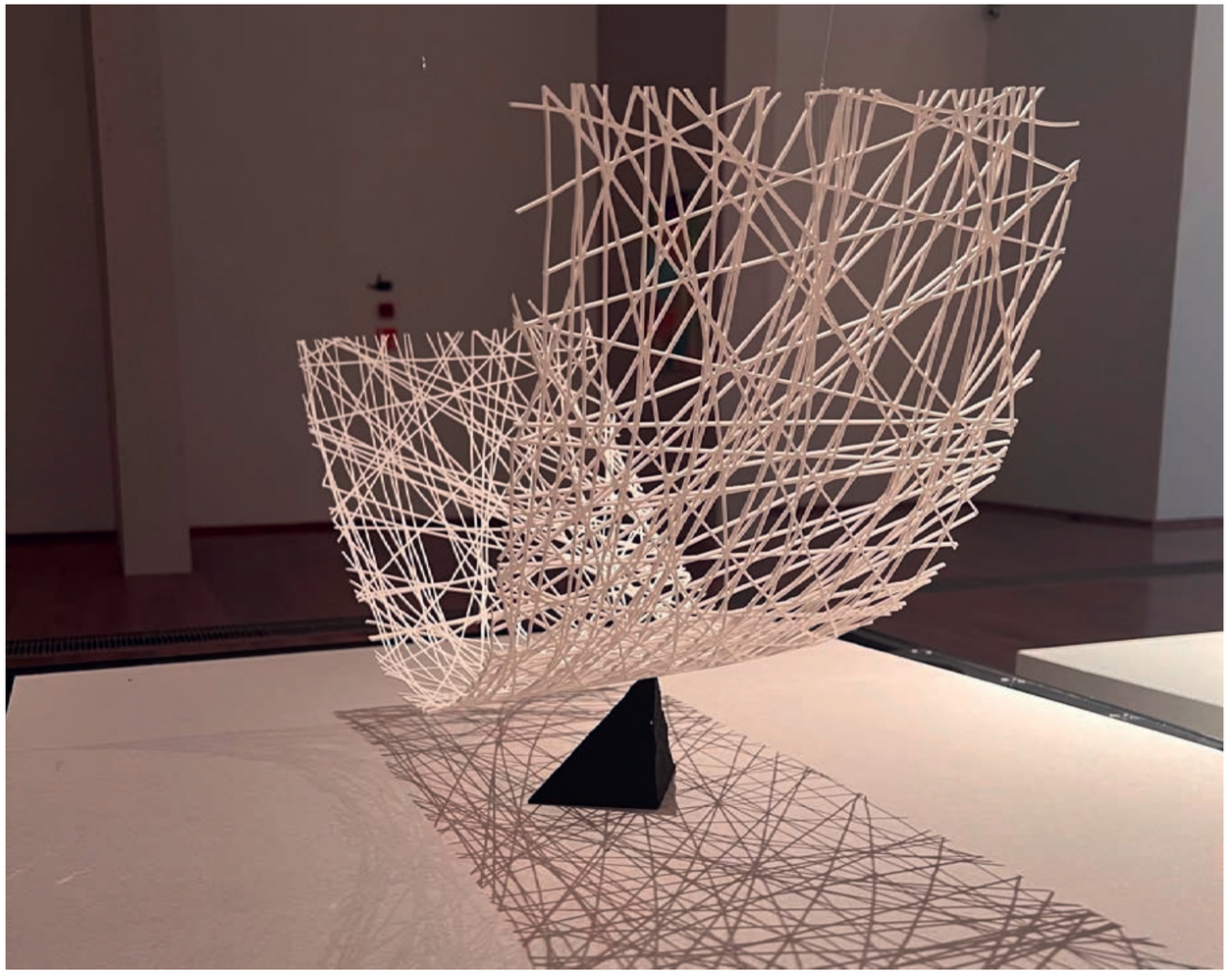
Abra su mente a la realidad.

CHILDREN OF THE CLOUDS

Indoor sculpture
200 cm × 40 cm
Made with 3D printing (PLA)

szabó Barnabás,
Korhán Marcell
UD, Debrecen
2024

The endless spatial plane in Hortobágy provokes imagination …
The rising sun, and the freezing dews of the reeds are blurred together in the endless horizon. The always changing clouds sometimes break up from each other, and sometimes group up as a ceiling above our head. The smoothly sliding clouds drop down to us, for a moment, just to jump back to the sky.





CSATA PÉTER

Szatmárnémeti, 1998. 02. 08.
University of Debrecen
Architecture student

Introduction

I was drawn to architecture for its fusion of rationalism and engineering, the meticulous design of structures, and the intricate planning that goes into bringing a vision to life. In art, I find the freedom to express myself, to explore unconventional ideas, and to create projects that are a true reflection of my innermost thoughts and emotions.

MUD WALL

Indoor installation, wall-mounted
200 cm × 200 cm
Made of wood, soil and glue

Csata Péter
UD, Debrecen
2024

My composition uses the materials of the rural environment to present its inherent possibilities and the interpretation of the place. The materials used include soil, peat, chaff, as well as grasses, blades of grass, pieces of wood found in the landscape and a completely "foreign" element that does not fit in (e.g. car wheel tracks, decorated profile, figurines, utility objects).





MUD WALL



SÁNTA DÁNIEL

Törökszentmiklós, 2000. 03. 15.
University of Debrecen
Architecture student

Introduction

I don't even know why I started to go down this road to become an architect, but one thing is certain: I enjoy it. In my previous works, I've aimed to push the boundaries of conventions and rigid rules, to find and ask questions that reside in that elusive gray area. That's why I'm interested in those border areas within architecture, exploring how far the realm of architecture extends. I like to boldly experiment and work with materials that are unfamiliar to me, getting to know their unique qualities firsthand and using them in a materialistic way.

As time goes on I increasingly consider the importance of individuality, the beauty that arises from human imperfections, which is evident in everyday actions and creations. For me, handmade objects best embody this imperfect perfection.

ROOTS AND RENEWAL

Outdoor installation
700 cm × 400 cm × 450 cm
Made of concrete/poured earth

sánta Dániel
UD, Debrecen
2024

The basis of my concept was to interpret the three given keywords "Lean. Green. Digital." on a local level, to understand what these words mean when broken down to an individual level, what they mean to me as a person. Rural people from the Great Plain still carry the deep-rooted connection to nature brought down from the past. Our culture has grown to encompass the farming way of life and the usage of the land. The use of soil in folk architecture, especially in houses and what we call "vert falú" buildings,, is considered a local characteristic. This name refers to the ramming process used to compress the material into shape. My goal was to revive folk motifs and characteristic gestures, to build upon the history of the Hungarian lowlands, and to transfer its essence into a contemporary context.

The main material used for the installation is excess soil extracted from the site. I intend to achieve the desired stability by adding fiber reinforcement and appropriate additives. To prevent damage caused by moisture, the construction is carried out in stages, so that ramming can create a stone like compact material which can withstand environmental impacts.









CHOMA BENEDEK

Debrecen, 2001. 09. 27.
University of Debrecen
Architecture student

Introduction

I consider it an exciting opportunity to have the chance to work for such a large corporate group like BMW and contribute to their developments here, which provide substantial financial resources and tremendous creative freedom.



SIKE BOGLÁRKA

Nyíregyháza, 1997. 12. 09.
University of Debrecen
Architecture student

Introduction

Since my childhood, artistic education has played an important role in my life.
After my music studies, I became acquainted with the creative world of architecture during high school.

I love what art provides for me: freedom, relaxation, infinite possibilities.
This profession allows creativity and artistry to be present in my everyday life.



TÖRÖK FRUZSINA

Debrecen, 1999. 10. 21.
University of Debrecen
Architecture student

Introduction

I started my studies in 2018 at the University of Debrecen as an architecture major (BSc), and after graduating I started majoring in architecture on Master's level (MSc). Currently I am in my 3rd semester. To tell the truth, architecture is one of my biggest passions in my life because I have found creativity and art as a perfect fusion in it. Permanent artistic works of art can be created with the help of architecture that appear as monumental miracles in our everyday life. In this modern 21st century, we live in a hectic world, and I think it is essential to stop at some points on the streets and let ourselves marvel these wonders which surround us.

Last, but not least, I would like to emphasize that I am not only an open-minded person, who is curious about the world around us, but also very adventurous and eager to learn and experience as much as possible.



VITÁLIS BONIFÁC

Eger, 2002. 09. 25.
University of Debrecen
Architecture student

Introduction

I consider it important for art to be present in every environment, and this is a great opportunity to bridge the gap between the industrial environment and artistic thinking.

BLUE FALCON

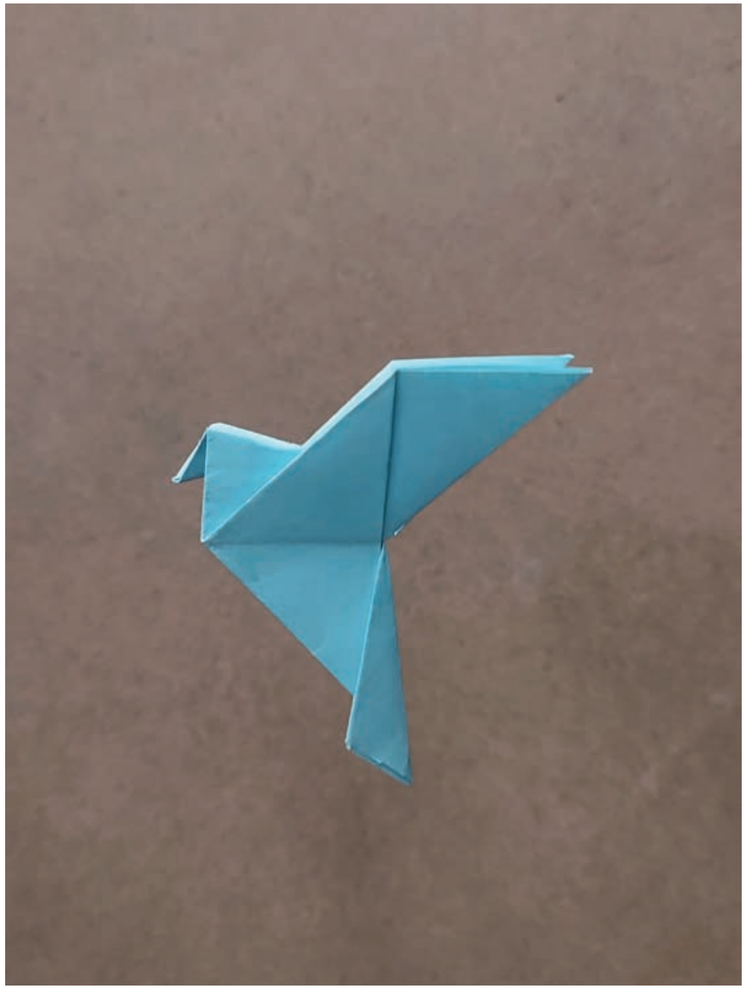
Indoor installation
300 cm in diameter
250 cm radius of the birds
Made of stainless steel

CHROMA Benedek,
SIKE Boglárka,
TÖRÖK Fruzsina,
VITÁLIS Bonifác
UD, Debrecen
2024

We envisioned a complex installation called Blue Falcon, with its main operative element being anamorphosis. Anamorphosis: An art historical term referring to images that are unrecognizably distorted and only become visible again from a peculiar viewpoint or with the aid of a mirrored object. In the process of anamorphic imaging, we created bird figures symbolizing the protected birds of Hortobágy using a mirrored surface. While these appear with their clear images on the cylindrical mirror surface, only distorted forms are visible in space. The optical play, where only the cylindrical mirror placed in the center of the composition shows the reality, adds a mysterious experience. The striking contrast between distorted and clear images can be intriguing and thought-provoking, encouraging viewers to actively participate in exploring the artwork.

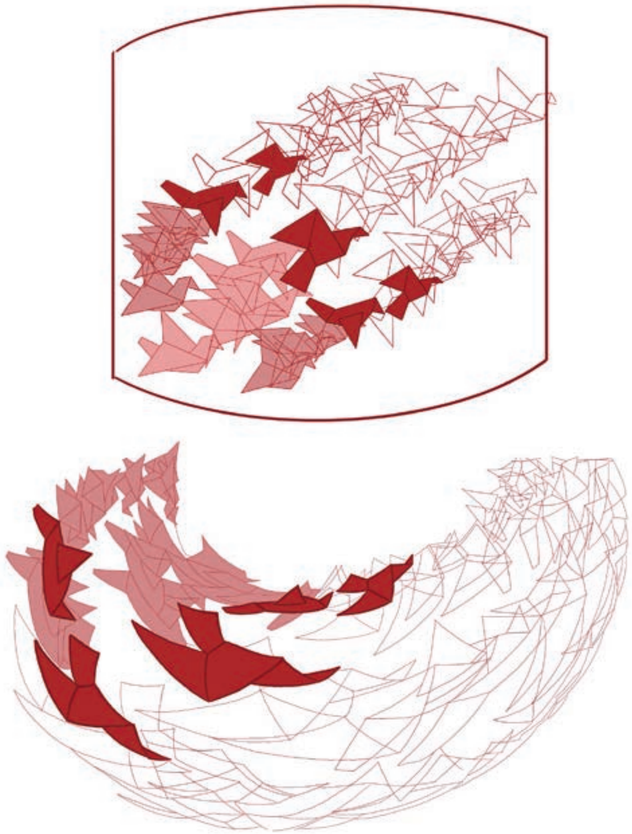
This project could provide people with the opportunity to experience their environment and the artwork from the artist's intended viewpoint. Thus, the artwork is not only visually appealing but also educational and awareness-raising, directing attention to the protection of birds and the importance of environmental conservation.



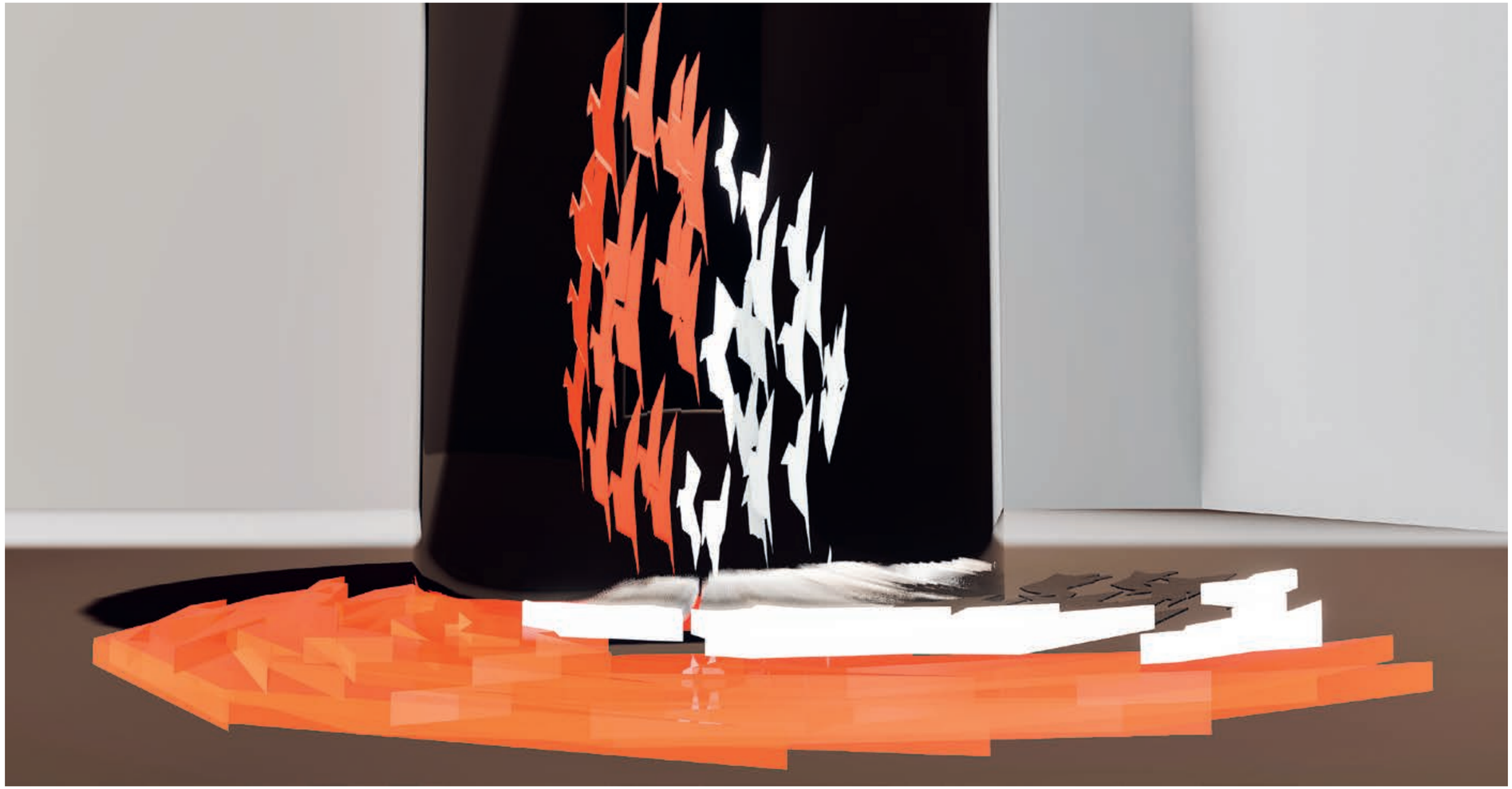


INSPIRATION

BLUE FALCON



We aimed to capture the process of flight and wanted to 'immortalize' this moment using this method.



AUTOPOESIS ART PROJECT
BMW MANUFACTURING HUNGARY

CONCEPT PHASE:

ESZTERHÁZY KÁROLY CATHOLIC UNIVERSITY
MEDIA AND DESIGN INSTITUTE, EGER

BMW GROUP Gyár Debrecen

MEDIA & DESIGN EGER

EGER 1774 ESZTERHÁZY KÁROLY KATOLIKUS EGYETEM

1871

modem

2024



Diploma exhibition, 2024
Kepes Institute, Eger

FOREWORD

For more than eighty years, art education has been an integral part of the two-and-a-half-century-old higher education in Eger. Characteristics of the Department of Drawing, founded in 1948, was determined by teacher training until the early nineties. Later, in 1993, a drawing-visual communication program started, and in 2013, a Master's program in graphic design was initiated, which was supplemented with a bachelor's program in 2017. After the change of the management in 2021, an independent institute was created from the Department of Media and Design. In our Bachelor's degree program, students can choose from graphic design, web design, animation, and media design specializations.

MEDIA AND DESIGN INSTITUTE, EGER

After mastering the basic theoretical and technical knowledge, the graduates of our BA program will be able to create printed or multimedia works and applications, graphic and visual designs, illustrations, and what is more, 2D and 3D animations. With artistic sensitivity and creativity, they create their visual solutions for different actors of the economy.

The graduates from our MA program can participate in the planning and execution processes at a high level, even as managers. They acquire an autonomous creative attitude that independently interprets the challenges of the age. They have professional foundations and methods in graphic design and in related fields. We consider it important to develop an experimental viewpoint, as well as a sense of creative responsibility and a desire for lifelong learning.

Thanks to the constantly changing richness of forms and methods of visual media, a continuous dialogue has been created between various ideas, experiments, and schools. In this environment, openness to innovation and the courage to experiment play prominent roles. Our most important goal is to support our graduates who can give independent and mature answers to present and future challanges.

Dr. habil. Jòzsef Szolnoki DLA, Head of,
Media and Design Institute (MDI), Eszterházy Károly
Catholic University, Eger

Models and design proposals
for artworks for the BMW GROUP
Plant Debrecen, Hungary

2024

Consultant lecturers:

Dr. SÜLI-ZAKAR Szabolcs
Dr. habil. SZOLNOKI József
SZIGETI G Csongor
SIPOS Levente
BIRKÁS Mona
SZABÓ Károly
KORONCZI Endre

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KATONA DOMINIKA

Debrecen, 2001. 08. 07.
Eszterházy Károly Catholic University
Media and Design Institute, Eger
Graphic design student

Introduction

I'm a third year graphic design student at EKCU, currently doing my diploma in this year. While I missed the opportunity to study art in highschool, I got into MDI right after my graduation. I finally feel comfortable and sure in what I'm doing, and what I want to do professionally. While graphic design is more on the side of (let's say) commercial or "business" art, it still got its groundwork from the fine arts, which I have been fascinated by since a young age. This project feels like a good opportunity to simulaneously try myself out in it on a larger scale, and to also put what I have learnt and seen into an art piece.

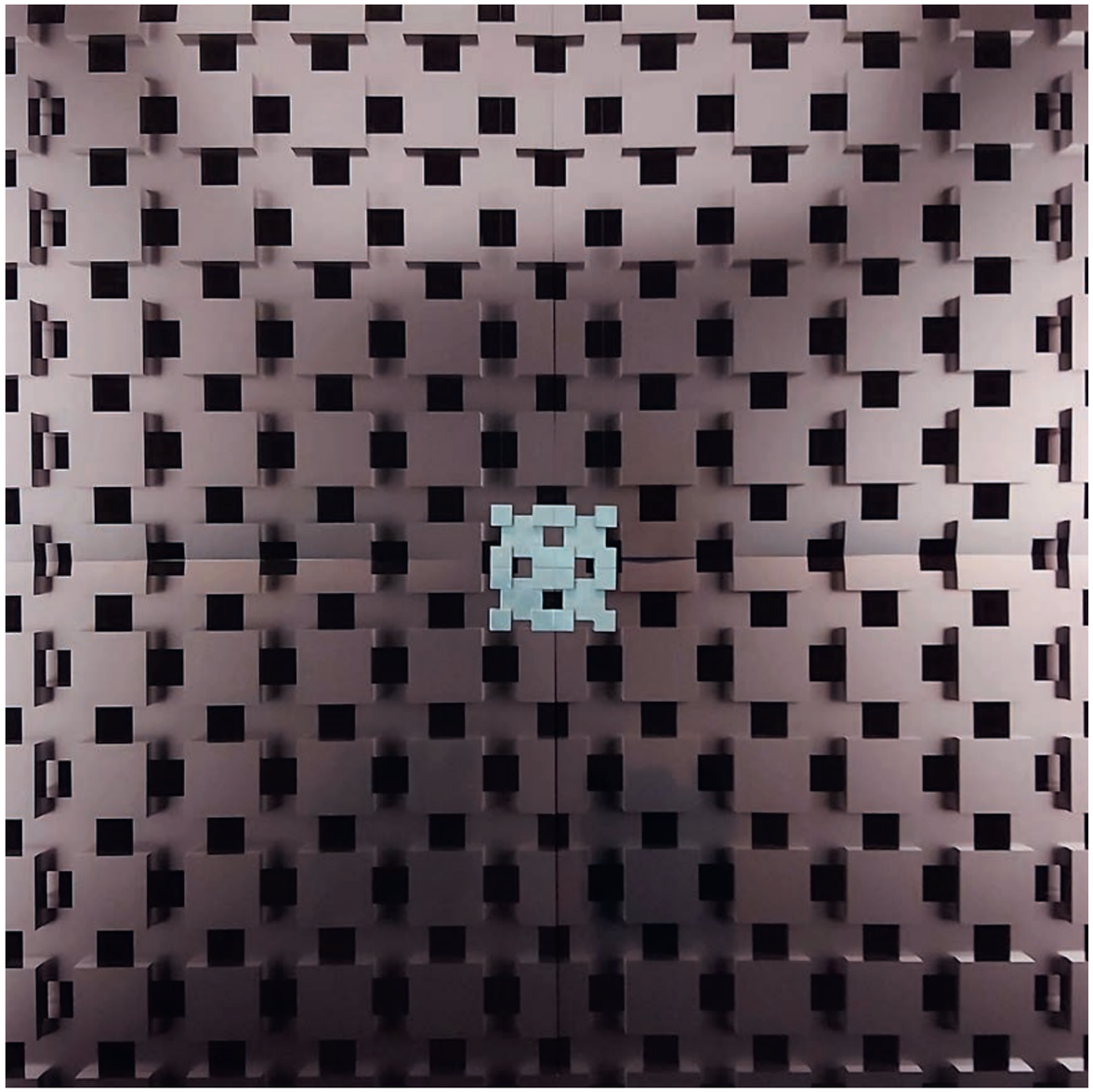
FRACTUM

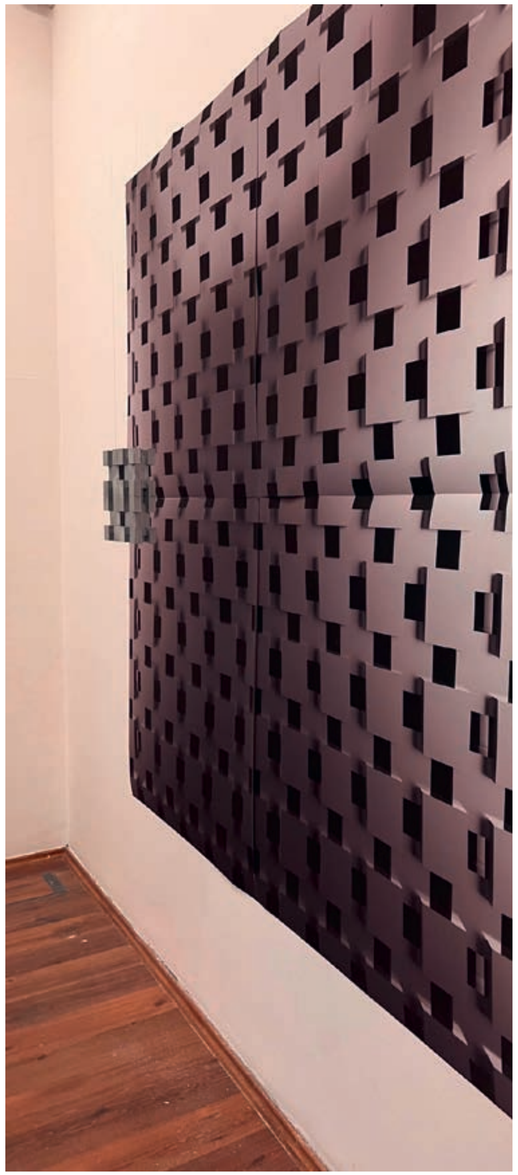
Indoors, wall-mounted
140 cm × 140 cm
Print on canvas, 3D hanging object made of resin, painted

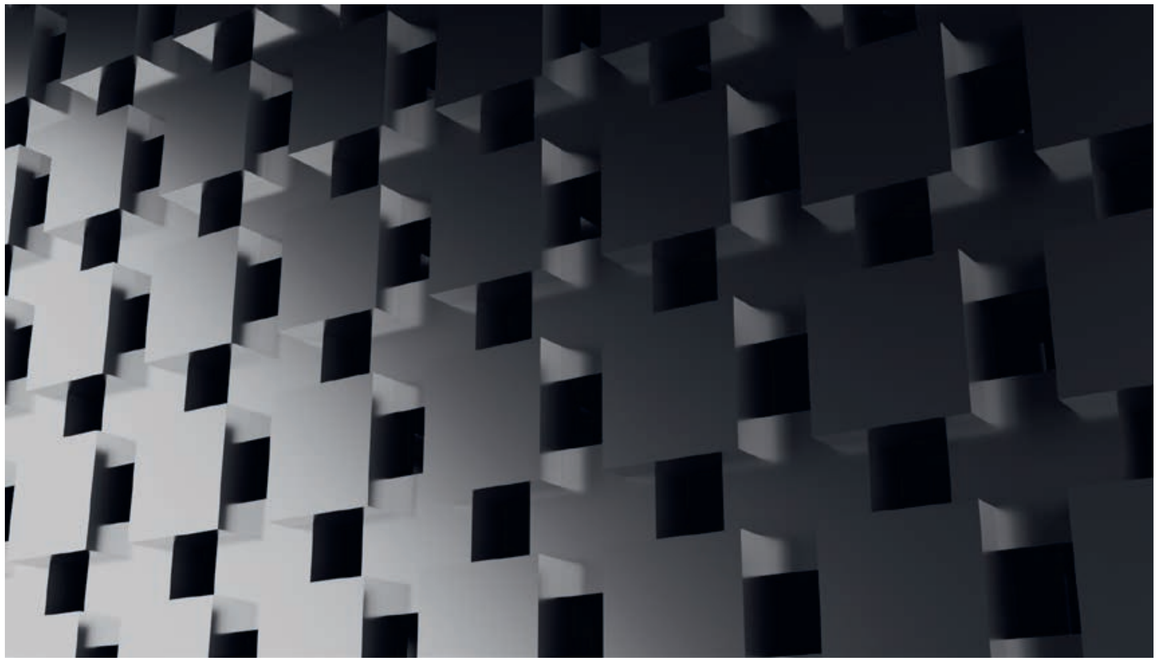
KATONA Dominika
EKCU, Eger
2024

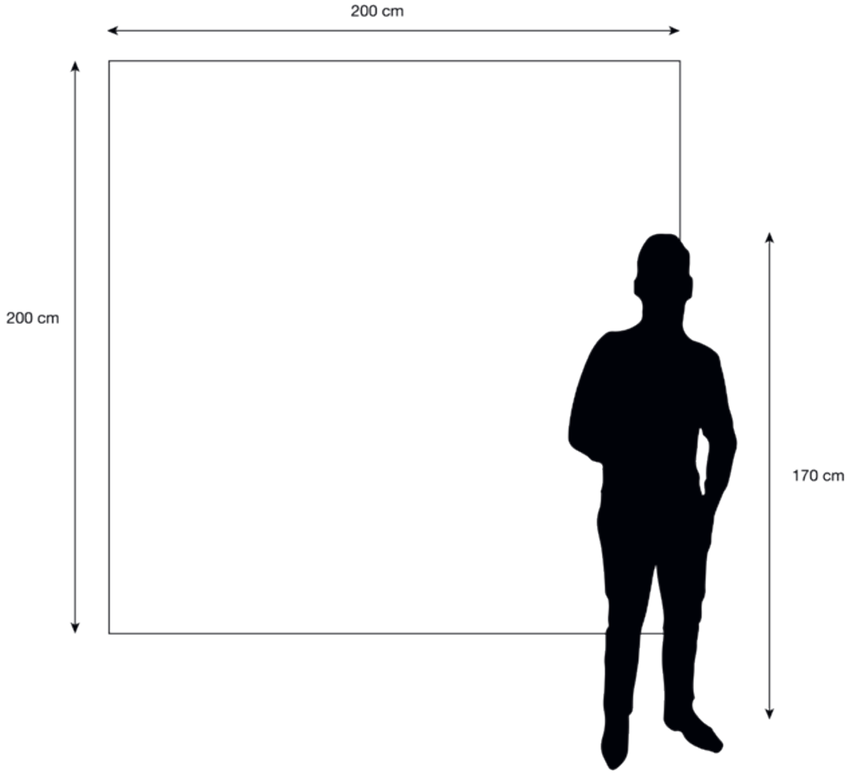
We are surrounded by fractals in everyday life: the branches of trees are very similar to the shape of the whole tree, or we can examine their root systems; snowflakes, clouds and lightning can also be said to follow a fractal shape. In addition, if we take a look at a larger, and simultaneously smaller scale, the idea includes the universe and brain neurons, too.

This infinitely complex geometry is the basis of my project. Perhaps the main reason is that, for me, they can also serve as a metaphor for the essence of existence itself. They remind me that in the smallest fragment of reality there is a mirror image of the whole, and vice versa. It focuses attention on the smallest and the largest, while it also spans the infinity that lies in between.









Digital plan



SZTANYÓ OSZKÁR

Debrecen, 2001. 09. 03.
Eszterházy Károly Catholic University
Media and Design Institute, Eger
Graphic design student

Introduction

I'm a third year web design student at EKCU, currently developing a videogame for my diploma this year.
I always strive to create works that don't feel soulless, therefore I try to include my own random intuition in them.



UNGVÁRI JÓZSEF MÁRK

Debrecen, 2002. 02. 11.
Eszterházy Károly Catholic University
Media and Design Institute, Eger
Graphic design student

Introduction

I am a third-year graphic design student at EKCU, currently working on my thesis this year. I'm currently studying web design and this is my future. With my work I strive to always deliver the maximum.

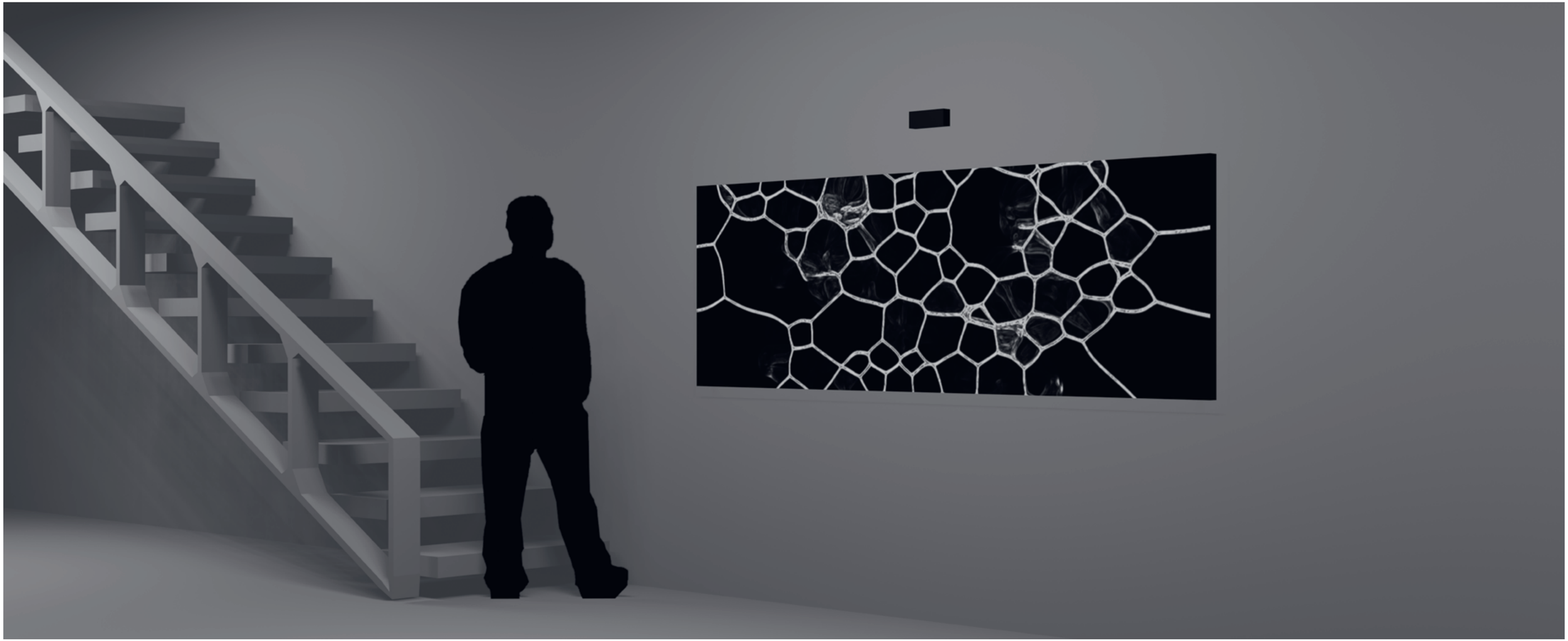
DESONITUS

Indoor installation, preferably for a corridor
Interactive visual installation

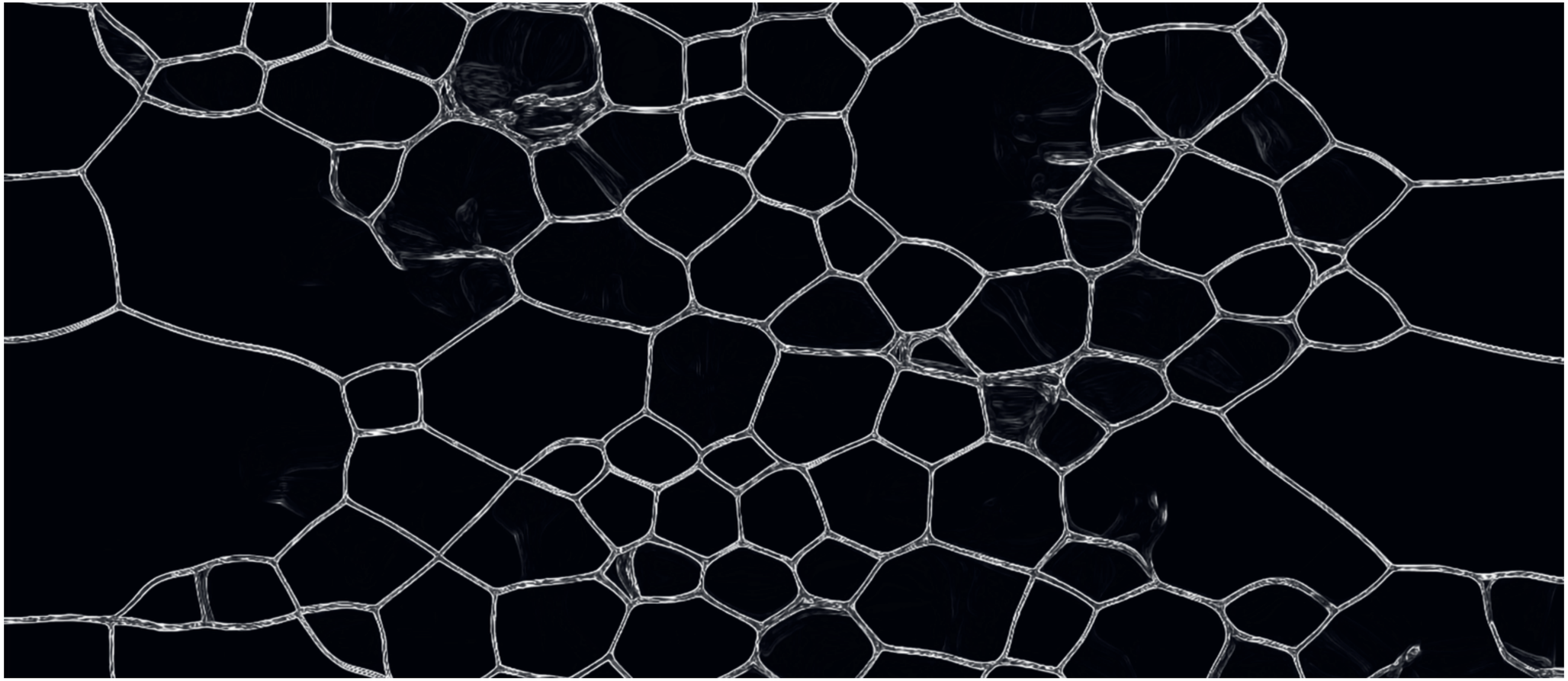
SZTANYÓ Oszkár
UNGVÁRI József Márk
EKCU, Eger
2024

An LED wall which is motion reactive with the purpose of giving its viewers a visual calming, meditating and resting sensation. The installation uses voronoi particle system to generate its calming visuals. It has a base idle state where the texture moves smoothly and gently, but when someone walks by it changes the texture accordingly.

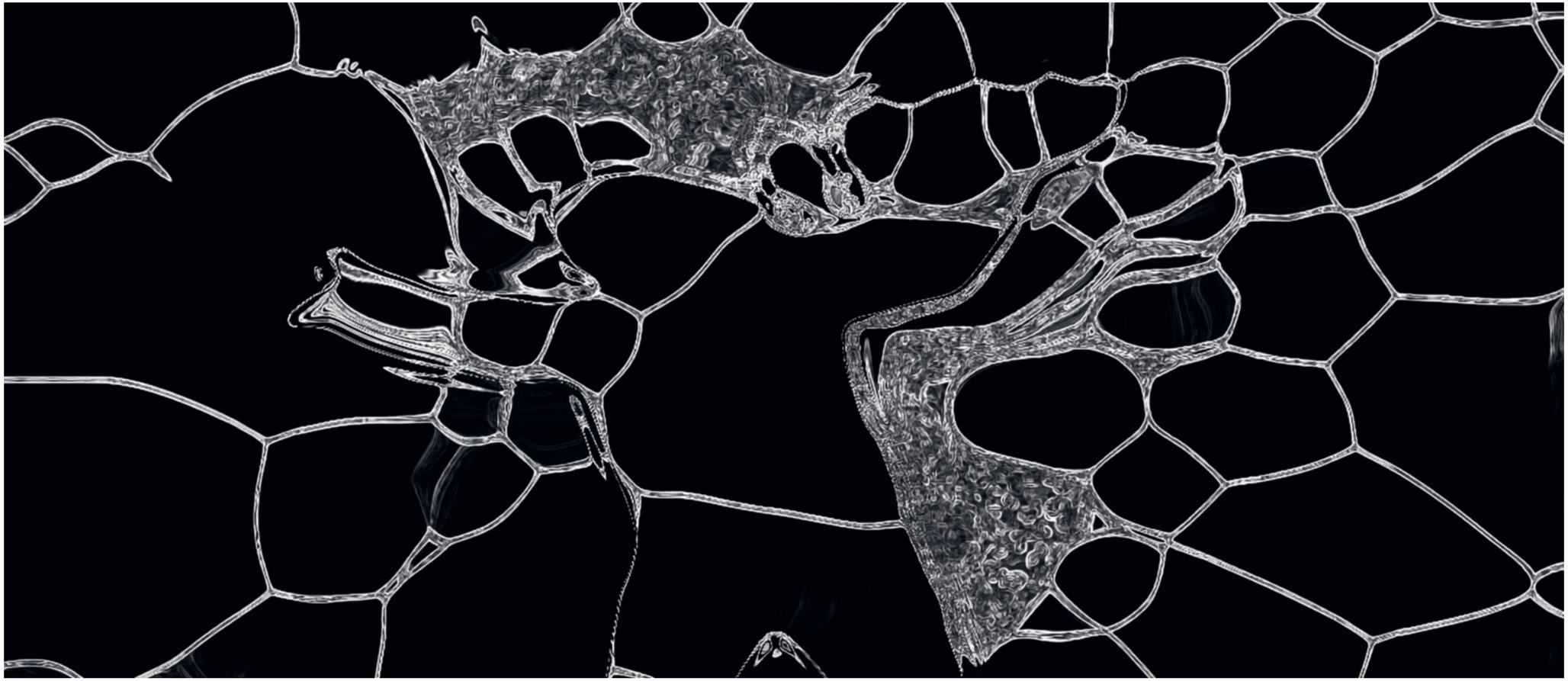
Our key words are ‘zen‘, ‘mindfulness‘ and ‘meditation‘. We would achive those effects by using randomly generated overlapping noise textures to create a cell division like pattern which would represent the BMW GROUP Plant’s features, those being ‘lean’ for efficiency, ‘green‘ for the cell division and ‘digital‘ since this visualization is done digitally. The project is highly adaptive, which means its size, texture and reactive behaviour are open to change if neccessary.



Digital plans



Realization



Realization



ESZENYI PANNA

Dunaújváros, 2000. 04. 07.
Eszterházy Károly Catholic University
Media and Design Institute, Eger
Graphic design student

Introduction

I am currently in the last year of my Master's degree, so I already have experience in the field of graphic design. This is the area where I can best express my creativity. During my graphic design activities, I always look for unusual solutions and opportunities. With this project, I was given a creative challenge that has never been seen before, and I am glad that I have the opportunity to try something new.



OROSZ GYÖRGY

Miskolc, 2001. 11. 23.
Eszterházy Károly Catholic University
Media and Design Institute, Eger
Graphic design student

Introduction

I am doing a BA in graphic design at Eszterházy Károly Catholic University and I am in my third year. I will graduate this year. Due to my studies and also as a hobby, I deal with 3D modeling and animation in Blender. It appears in most of my projects. I can really implement my ideas and plans in 3D. Furthermore I deal with 2D and 3D motion design, graphic design, and webdesign as well. I have been learning my profession since high school. I am very enthusiastic to create creative installations and to make our ideas come true.

ABSTRUGTIONS

Indoor installation
150 cm x 150 cm
Made of tufted carpet on canvas

ESZENYI Panna
OROSZ György
EKCU, Eger
2024

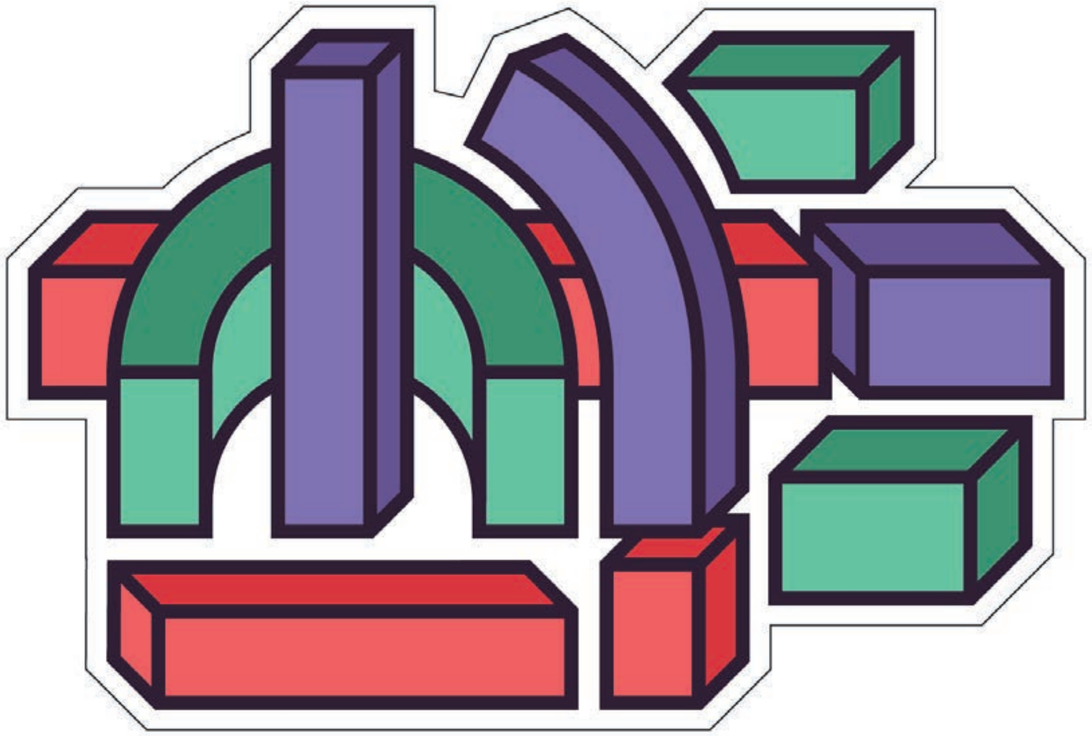
We've always loved crafts, and have recently been using different techniques in our studies. One is rug making, which we have already used for several projects. We think it is a very exciting form of art, a new technique to create a work of art from an everyday object.

The rug would be an object that appears in contrast in the BMW GROUP Plant environment. Its softness, color, and kindness could even remind the workers of their home, so they could feel even more at home while working and would enjoy spending time at their workplace. In terms of formal appearance, I was thinking of a larger, slightly 3D carpet that could be placed on the wall.





Material example





Digital plans



Digital plans



FAA EMESE

Budapest, 2002. 06. 09.
Eszterházy Károly Catholic University
Media and Design Institute, Eger
Graphic design student

Introduction

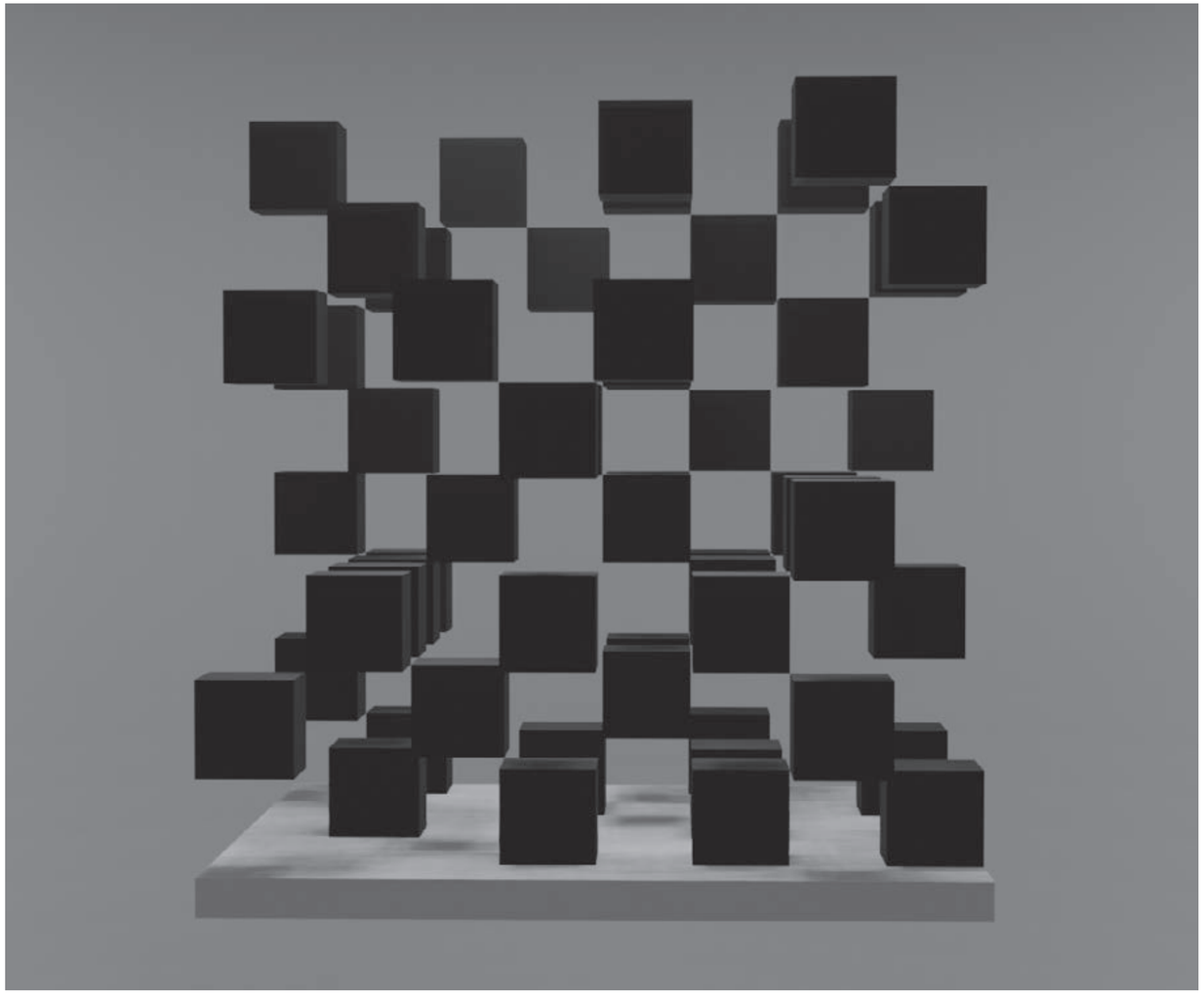
I'm a third year graphic design student at Eszterházy Károly Catholic University. Currently I'm working on my BA degree. During high school I took extra drawing classes, and right after that I continued my studies here. I'm specializing in animation, but I love doing illustration and 3D modelling as well. Nowadays I mostly work digitally, but my love for manual techniques remains. I was always amazed with art installations and during university I had the chance to try making some myself.

SPATIAL CHESSBOARD

Indoor installation
100 cm × 100 cm
Made of wood and glass

FAA Emese
EKCU, Eger
2024

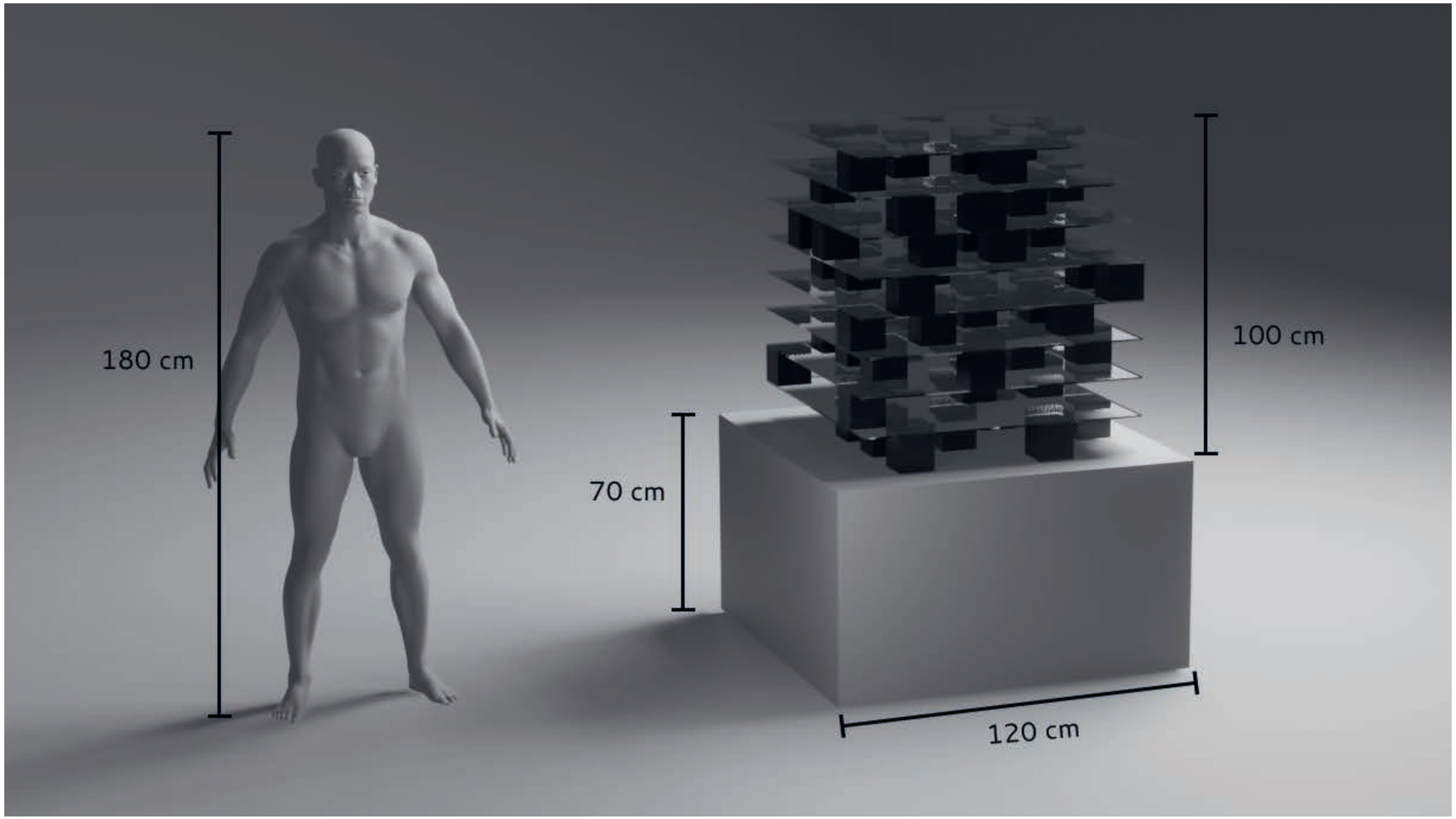
Years ago I saw Attila Csörgő's Magnet Spring and I was fascinated by it. I started to wonder if it was possible to make a chessboard that was only visible from a certain angle. Later I worked on this further, and from there came the question: is it possible to make a chessboard that gives off the right pattern from all sides? To find the answer to this question, I first turned to Blender, a 3D modelling program. Here I experimented with the minimum number of cubes that would be needed to get the right pattern. Then I assembled the installation using the plan made from the digitally created model, which thus uses the empty-full contrast to output the pattern from all sides. For the scaled down model I used 58 wooden cubes that are 4 × 4 cm, and plexiglas panels that are 32 × 32 cm. It does not use any type of glue or fixation as it's beauty is in its simplicity. The final installation would be made of 1 × 1 m toughened glass panels and 12.5 cm wooden cubes that are painted in black. It requires a 70 cm tall pedestal to stand on, and would look the best in a wider, open space, so the viewer can see all sides of it. It is an indoor installation.



3D model



Assembled model



Digital installation plan



FARKAS RENÁTA

Debrecen, 1998. 02. 10.
Eszterházy Károly Catholic University
Media and Design Institute, Eger
Graphic design student

Introduction

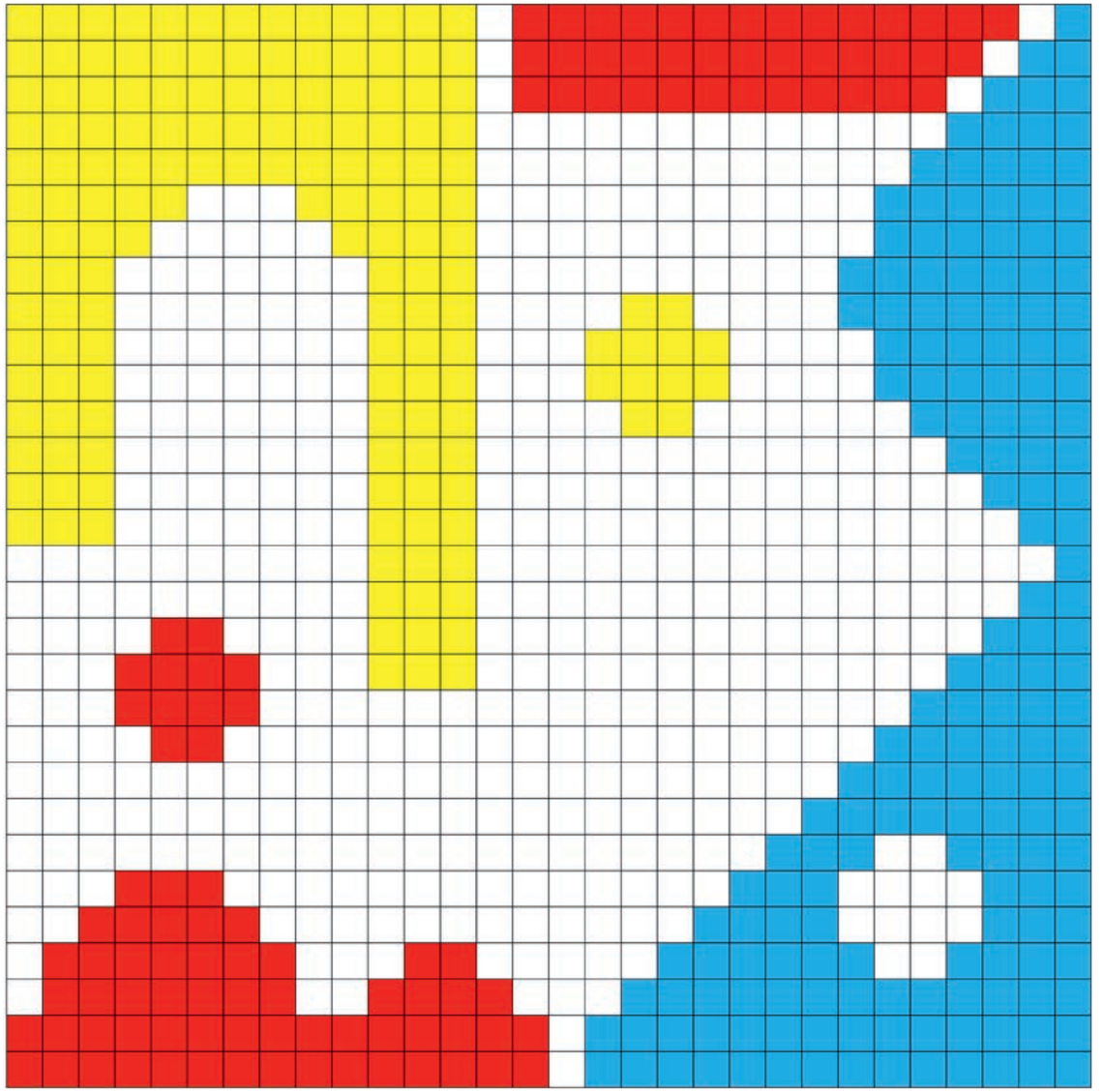
I am Renáta Farkas, a student at the Media and Design Institute, Eger and living in Debrecen. I am in the last year of my Master's degree. In recent years, I have mostly worked on digital projects, designing package labels, editorials and branding. In my spare time, however, I enjoy creative, manual work and trying out new techniques. In these projects I like to work with simple geometric shapes and use bright colors. I was glad for the opportunity to work on this project, which may now turn these ideas into reality.

YARN INSTALLATION

Indoor installation in the
Training Center corridor
Variable size
Made of yarn and metal

FARKAS Renáta
EKCU, Eger
2024

My work was inspired by abstract, geometric forms. I envisioned the final installation on a monumental, large scale, about 3 × 3 meters in size, but this can be easily adapted to the size of the final area or location. I made a prototype for the installation, which is 70 × 70 cm and presents my idea well. The installation is based on two grids behind each other. I used yarn to create different shapes on them. I would like to make the frame of the final installation out of metal, and adding the forms with a weaving technique. The shapes and colors used can be easily varied, and on a larger frame we can create an even more detailed picture.



Digital plan



Prototype of the installation



Digital installation plan



SZENDREI ANNA

Kistarcsa, 2000. 04. 06.
Eszterházy Károly Catholic University
Media and Design Institute, Eger
Graphic design student

Introduction

I am Anna Szendrei, a second-year Master's student in graphic design at Eszterházy Károly Catholic University. I started my art studies at high school and have been working in graphic design for almost 10 years. In the last years I have been working mostly on digital projects, but I also like to work manually and create installations and exhibitions. The BMW project is a very exciting challenge for me and I hope to use the knowledge I have gained.

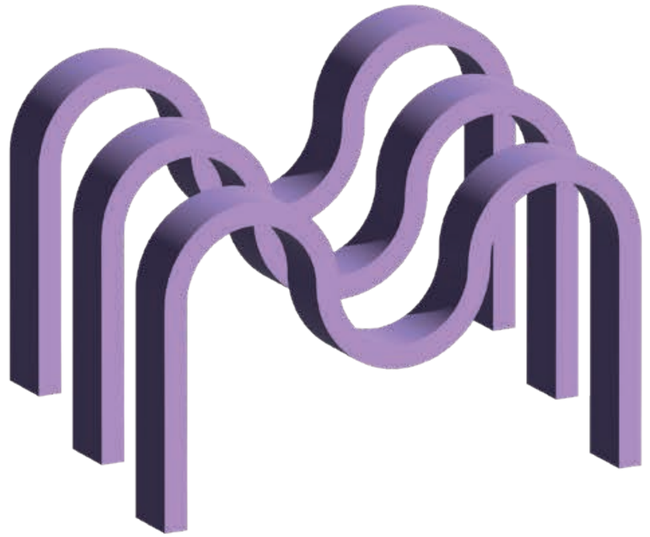
BMW PLAYGROUND INSTALLATION

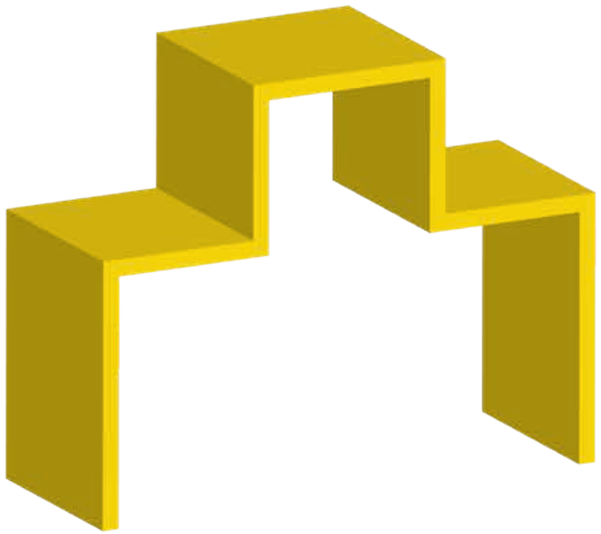
Outdoor installation
Various sizes
Made of plastic or metal

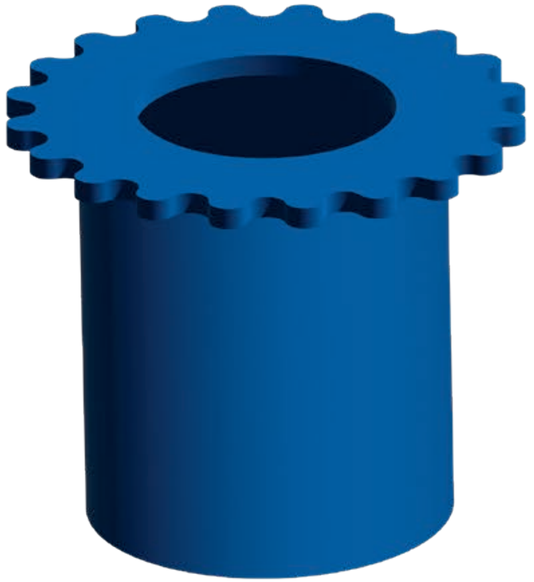
SZENDREI Anna
EKCU, Eger
2024

My idea for the project is a group of colorful sculptures similar to a modern play-ground. The gray concrete columns and walls of the BMW GROUP Plant interior would contrast sharply with a brightly coloured installation. My aim is to make the sculptures creatively usable by the people who work there. I would like to design them for sitting down, leaning on, having a coffee at lunchtime. In this way they can feel ownership of these play-like installations. With objects of different creative shapes, colors and materials, a huge playground effect could be created, which would color both the BMW GROUP Plant and the lives of the people who work there.

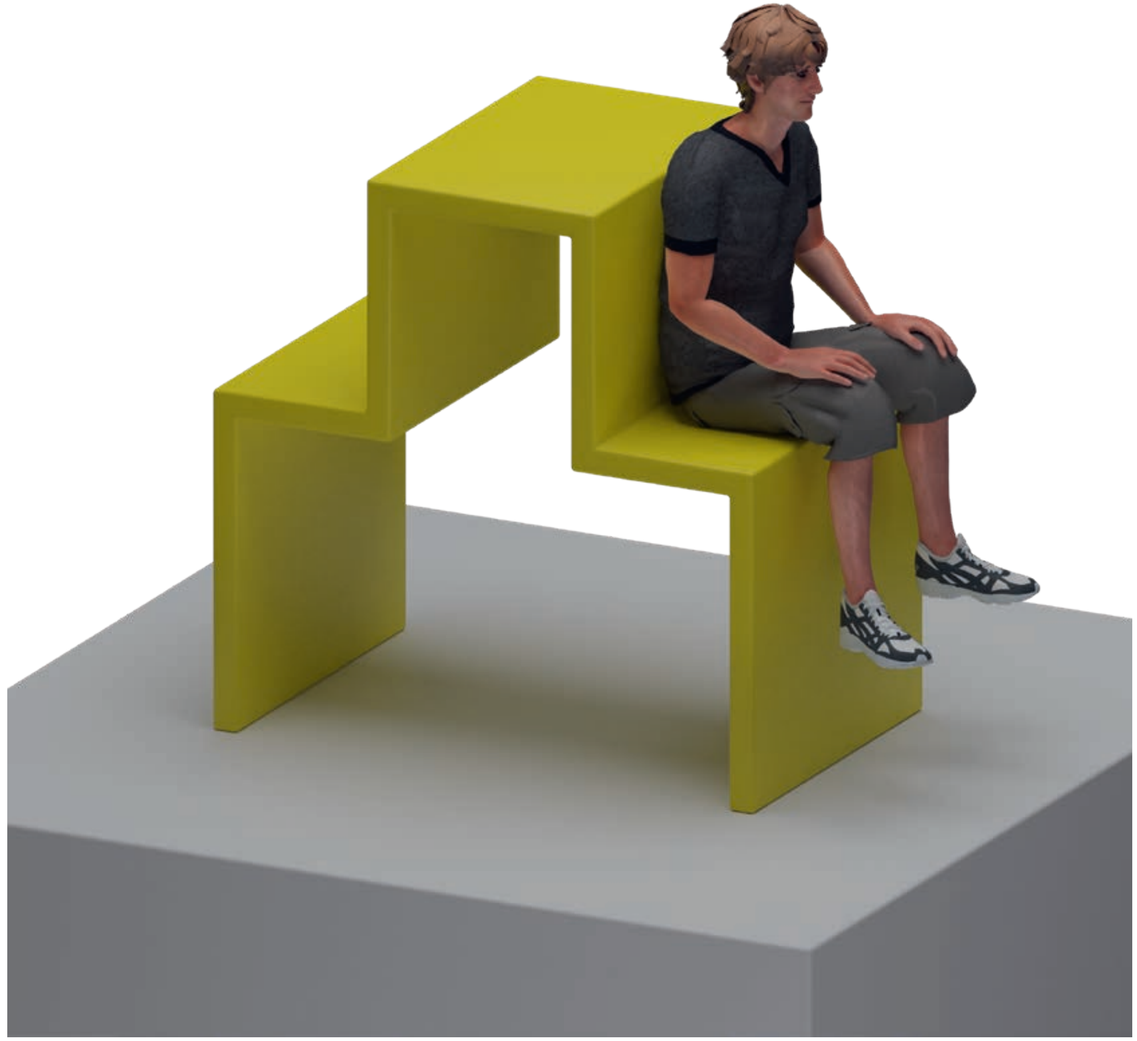








Digital plans







ESZENYI PANNA

Dunaújváros, 2000. 04. 07.
Eszterházy Károly Catholic University
Media and Design Institute, Eger
Graphic design student

Introduction

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OROSZ GYÖRGY

Miskolc, 2001. 11. 23.
Eszterházy Károly Catholic University
Media and Design Institute, Eger
Graphic design student

Introduction

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INSIGHT

Indoor installation
100 cm × 100 cm
Made of transparent, iridescent
acrylic sheet

ESZENYI Panna
OROSZ György
EKCU, Eger
2024

Our installation depicts a suspended drapery made of translucent rigid plastic, which appears to be a soft, malleable material that breathes and moves in space. The stiffness of the organic forms creates a spectacle as if the drapery had frozen at a given moment, but still remained vibrant and dynamic. The materiality of the depicted object is contrasted with the material of the art object, which allows us to see through the layers of the drapery and observe the dynamism of the forms, their interaction with each other and the play of curves more closely. Transparency also allows ambient light to pass through the surface, creating interesting shadows and light effects around the installation.





MIRRORS

Indoor installation, wall-mounted
Max. 200 cm × 200 cm
Made of LED screens

OROSZ György
EKCU, Eger
2024

In this project I wanted to focus on the border between reality and fiction, so in my 3D animations there's a contrast between materiality and immateriality. The videos have no end, they keep repeating, so you can watch them endlessly. This is one of the many reasons why it's so "satisfying" for our brain to watch these animations.

But why is it good to watch them? These are a kind of visual ASMR contents, so the psychology behind is very similar. They release serotonin and dopamine hormones, so they represent happiness and positivity.





VIDEO

AUTOPOESIS ART PROJECT
BMW MANUFACTURING HUNGARY

CONCEPT PHASE:

HUNGARIAN UNIVERSITY OF FINE ARTS
BUDAPEST

BMW GROUP Gyár Debrecen

MEDIA & DESIGN EGER

EGER 1774 ESZTERHÁZY KÁROLY KATOLIKUS EGYETEM

1871

modem

2024



Hungarian University of Fine Arts, Main building

FOREWORD

The Hungarian University of Fine Arts is Hungary's first and largest art university. Its 150-year tradition is a great intellectual capital that we carefully manage in order to prepare future generations of artists to be successful in the art scene of the 21st century in Hungary and the world. The spirit of innovation, based on tradition, is the main characteristic of our university. We see tradition not as a ballast to be transcended, but as a solid foundation on which the present can build. Here, old and new are not in competition but form an organic and mutually nourishing community of experience and knowledge of successive generations of artists. From the very beginning, our university has always been a place where students can study the classic arts: painting, sculpture and graphic arts. Over the last decades, these traditional courses have been complemented by courses that have been inspired by new needs in the visual arts: restoration, visual design, inter-media and visual arts theory.

The basis of our education is traditionally the knowledge of the fundamentals of the craft (techné), which presupposes a thorough mastery of the technical procedures of object creation, as well as knowledge of anatomy and spatial representation derived from the Renaissance tradition of pictorial representation. This is constantly and naturally complemented by knowledge of new technical, digital processes that allow our students to reflect on our globalised digital world in fresh and innovative ways. The theoretical knowledge (idea) is built on this technical-artistic foundation – students learn about the historical, aesthetic and philosophical context of the arts. In meeting the expectations of contemporary art, it is important that the resulting artwork is thoughtful and can be interpreted in the context of current theories of art.

Education is only one of the three pillars of the institution's social mission, which also include artistic research and knowledge transfer. Our university is not a mere school but also a collection and a workshop, encouraging students and teachers, artists and theoreticians working within its walls to base their own artistic practice on a solid academic base.

However, education and related research can only have a greater impact if they reach the wider public. Therefore, the third pillar of our mission is the social transmission of the knowledge accumulated in our universities. Our art centres, exhibition spaces, courses and open-air workshops, which are part of the social agenda of lifelong learning, are all part of this programme. These forums, linked to institutional artist training, can help to broaden the professional audience for contemporary art and shape cultural attitudes.

We believe that our institution can only fulfil its vocation if it is able to act as an active centre for the arts not only in its immediate surroundings but also in the wider context of our region.

Professor Géza Sallai DLA,
Department of Sculpture
Hungarian University of Fine Arts, Budapest

PRESENTATION OF STUDENTS:

Models and design proposals for
artworks for the BMW GROUP
Plant Debrecen, Hungary

2024

01	**RELIEF TIMELINE**	BOROS Dorina (HUFA)
02	**PASTOR DANCE**	ESZENYI Panna (EKCU) KISS Lili (HUFA) LOVAS Bálint (UD) OROSZ György (EKCU)
03 – 05	**BUZZING SHAPE PAIR MIRROR TUBE CREATION**	SCHILHABEL Jennifer (HUFA)



BOROS DORINA

Debrecen, 2000. 01. 06.
Hungarian University of Fine Arts,
Budapest
Sculpture student

Introduction

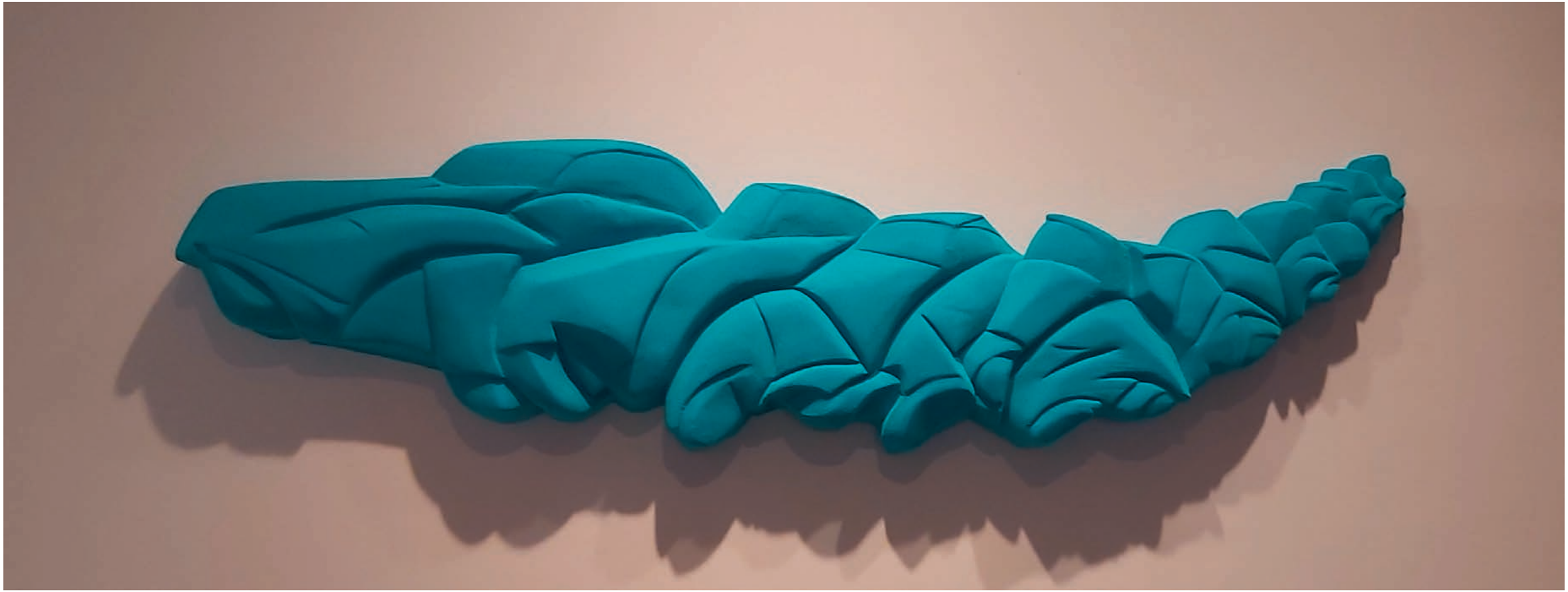
My creative work most often begins with a visual experience, a captured gesture, and sometimes an unusual aspect. The way shapes in my surroundings adapt to each other or to a specific space moves my imagination. I strive to express these experiences as three-dimensional values. Mostly, the shapes found in nature or observable on the human body appear in my sculptures, while in my reliefs, I combine organic forms with geometric elements. I often draw inspiration from memorable locations and environmental perceptions. In addition, my work is characterized by maximizing space and surface utilization, attention to detail, and minimizing empty space. This is referred to as the "horror vacui" phenomenon in visual art. I am experimental and innovative in my use of materials.

RELIEF TIMELINE

Indoor installation on wall
551 cm × 163 cm × 61 cm
Flocculated PIR foam

BOROS Dorina
Hungarian University
of Fine Arts, Budapest
2024

My wall relief utilizes the application of perspective. I've reduced the design of the Isetta-type car. Elements repeat as a sort of time strip, with slight displacements and size variations. The visual evokes the sensation of the car's passing and turning on the road. It offers a playful, dynamic sculptural experience, complemented by the texture achieved through flocking, a technique also used in the automotive industry.



Exhibition



ESZENYI PANNA

Dunaújváros, 2000. 04. 07.
Eszterházy Károly Catholic University
Media and Design Institute, Eger
Graphic design student

Introduction

I am currently in the last year of my Master's degree, so I already have experience in the field of graphic design. This is the area where I can best express my creativity. During my graphic design activities, I always look for unusual solutions and opportunities. With this project, I was given a creative challenge that has never been seen before, and I am glad that I have the opportunity to try something new.



KISS LILI

Szentes, 2000.11.14
Hungarian University of Fine Arts, Budapest
Sculpture student

Introduction

The most exciting parts in my sculpting is the abstract yet still figurative world of twisting dynamic forms. I like to explore new perspectives and experiment with new techniques. This project is particularly exciting because of its huge scale and potential. I enjoy working together with my teammates and look forward to further challenges as a group.



LOVAS BÁLINT

Debrecen, 2001. 09. 14.
University of Debrecen
Architecture student

Introduction

Since I was little I always had an interest for architecture, but there are other things that keep me busy in every-day life. Preserving the traditions of the region through music and dance is part of my life, so I often use this in my designs and drawings.



OROSZ GYÖRGY

Miskolc, 2001. 11. 23.
Eszterházy Károly Catholic University
Media and Design Institute, Eger
Graphic design student

Introduction

I am doing a BA in graphic design at Eszterházy Károly Catholic University and I am in my third year. I will graduate this year. Due to my studies and also as a hobby, I deal with 3D modeling and animation in Blender. It appears in most of my projects. I can really implement my ideas and plans in 3D. Furthermore I deal with 2D and 3D motion design, graphic design, and webdesign as well. I have been learning my profession since high school. I am very enthusiastic to create creative installations and to make our ideas come true.

PASTOR–DANCE

Outdoor sculpture
300 cm × 550 cm × 550 cm
Made of stainless steel and wire

The location of the BMW GROUP Plant played an important role in the creation of the composition.

Before the construction of the BMW GROUP Plant, the area was part of a large agricultural area, so we tried to somehow revive the spirit of this area. Dance was an important part of Hortobágy peasant culture. Dancing with tools was an important part of the tradition for the people living and working here. That is why our installation shows the game of dancing with a shepherd's staff. We used the movement line of the two ends of the stick during the dance as a basis for modeling, thus creating our form. The movement arcs of the dancing stick makes the form. The colorful ropes represent the stick's movement, while the curved dynamic sections express the movements of the ends of the stick. The work depicts a detail of an airy, light, playful dance. We tried to pick exciting meeting points of the arcs which best characterize the vibe of the dance. I was looking for the best formal solution for this in a drawing. One detail is enough for the eyes to follow the movement.

ESZENYI Panna (EKCU)
KISS Lili (HUFA)
LOVAS Bálint (UD)
OROSZ György (EKCU)

Hungarian University of Fine Arts, Budapest

Media and Design Institute, Eger

University of Debrecen

2024

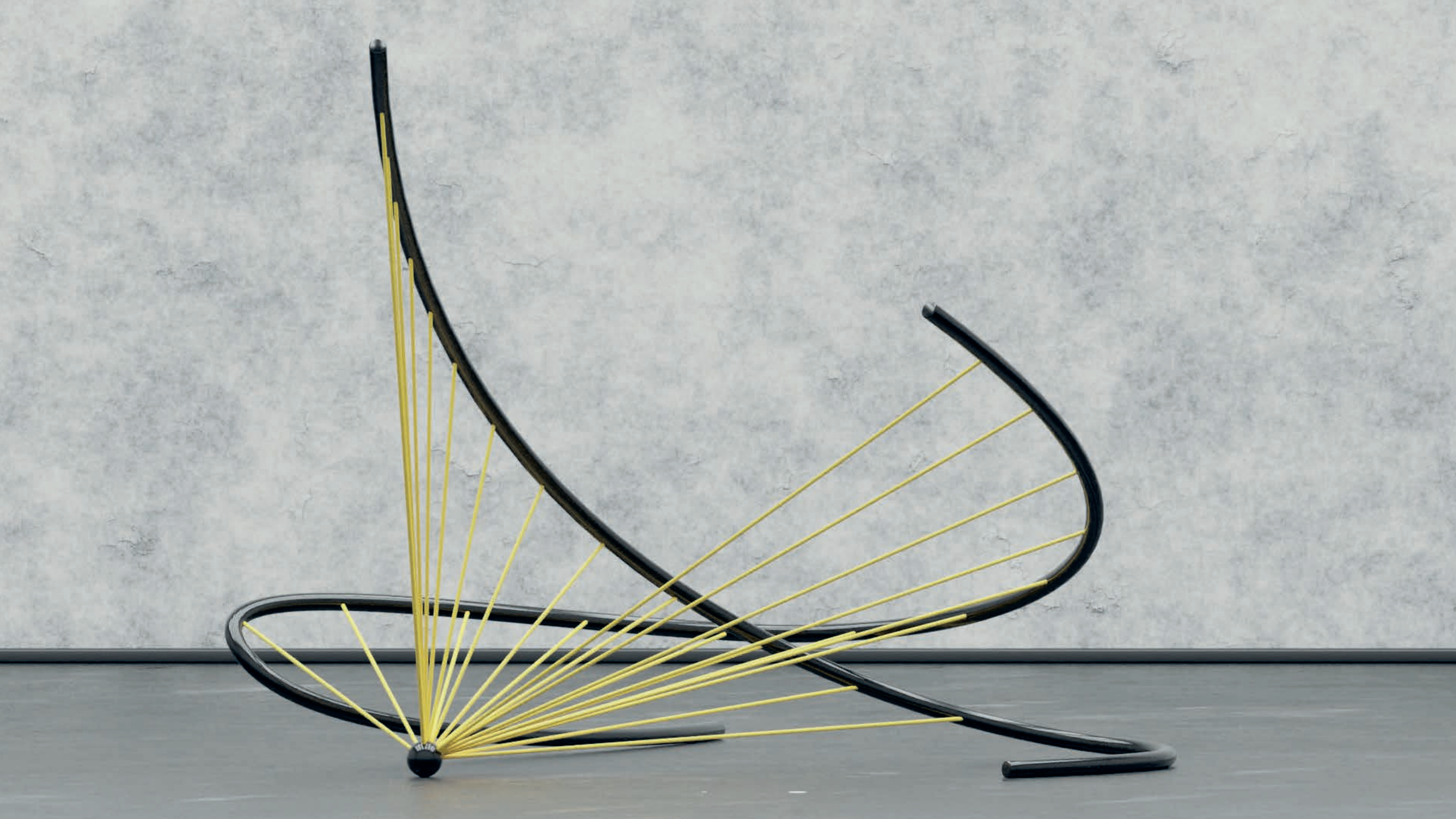
1871

MEDIA
& DESIGN
EGER



Digital plan







SCHILHABEL JENNIFER

Mór, 1998. 10. 11.
Hungarian University of Fine Arts
Sculpture student

Introduction

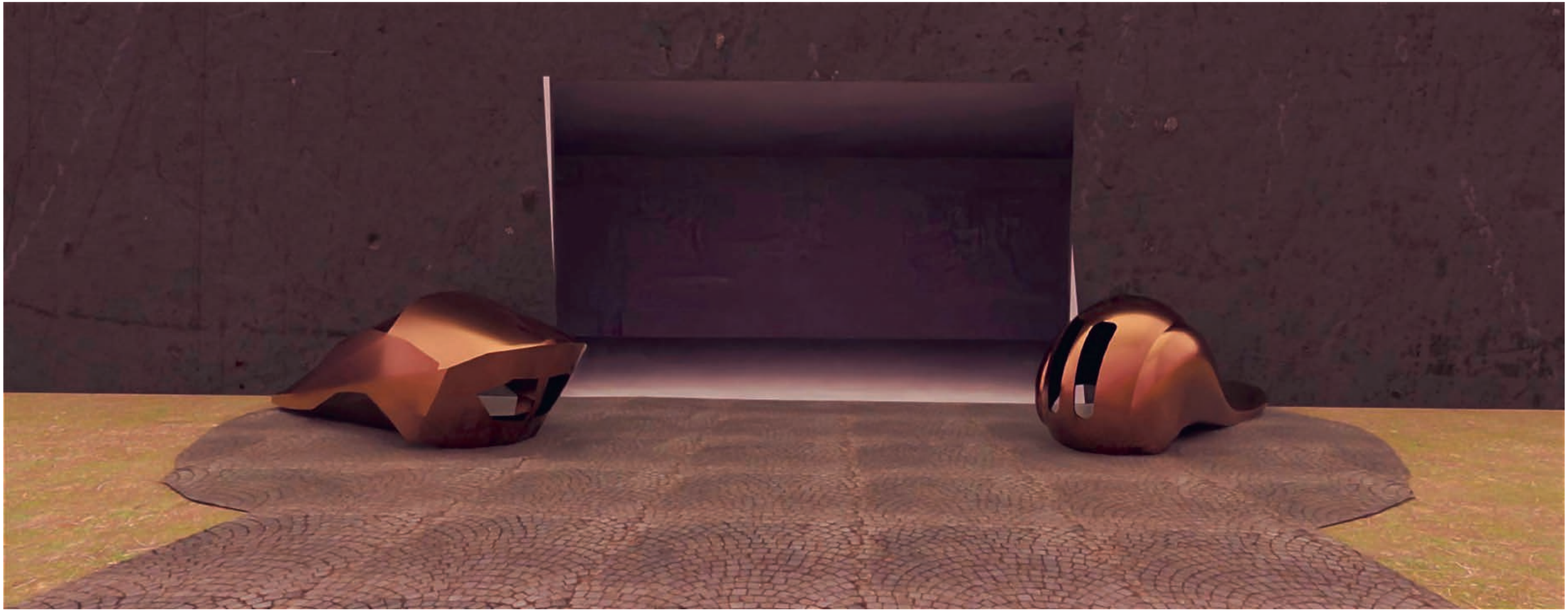
I spend a lot of time at the Mór Free School of Art. There I got acquainted with bronze casting and the basics of sculpture. I am most attracted to abstract organic designs. I am inspired a lot by wildlife, I am interested in extraordinary life forms and space exploration. I mostly work in stone and metal because these are the most resistant materials, which is why they are excellent for public spaces. I feel it is important for the recipient to be able to connect with the sculpture via tactile means, so I have ideas that are interactive. I think the sculpture becomes complete when a recipient understands it and enjoys it, and experiences happiness.

BUZZING SHAPE PAIR

Outdoor sculpture
160 cm × 300 cm × 120 cm
Made of aluminum and bronze

SCHILHABEL Jennifer
Hungarian University
of Fine Arts
Sculpture student
2024

My design consists of two abstract car sculptures that have a shell structure. Visitors can hide in these 6 m long and 2 m high shapes, even several people can fit inside. The back of the sculpture is a closed cavity for a stronger echo. During production, care must be taken to ensure an even wall thickness, as in the case of the bell. If someone is standing in it, they are in the engine compartment, the air vents remind them of this. When they detect this situation, they can even hum and develop a sound experience related to the construction of the bell and the motor. The bell swings as it works, just as the engine in the engine bay resonates with the action of the cylinders, but in the sculpture, people make the body of the sculpture vibrate like a cylinder. They can experience it when they touch it. Its location is also important, as I would place it in front of the Training Center, where the training will be conducted. Visitors would feel the importance of their work if they tried out the statue. Its exterior would be faithfully modelled on the car paint. The grilles can be made from their own material or even from colored plexiglass in BMW colors, so there could be a light show inside in the dark. The moulds are created from old and new BMW moulds. The curved, tear-drop-shaped one is reminiscent of the BMW 327, the sharper one of today's cars.



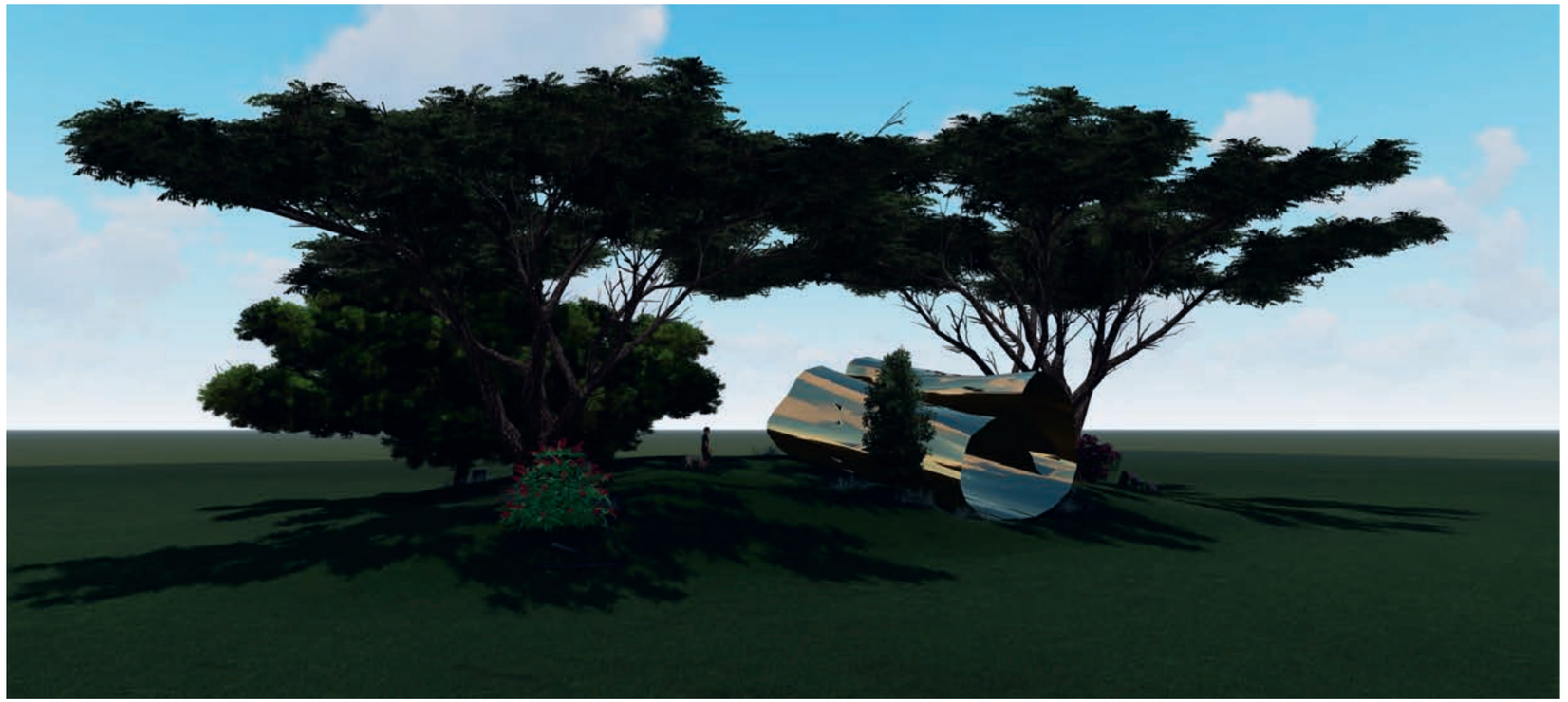
Digital plan

MIRRORTUBE

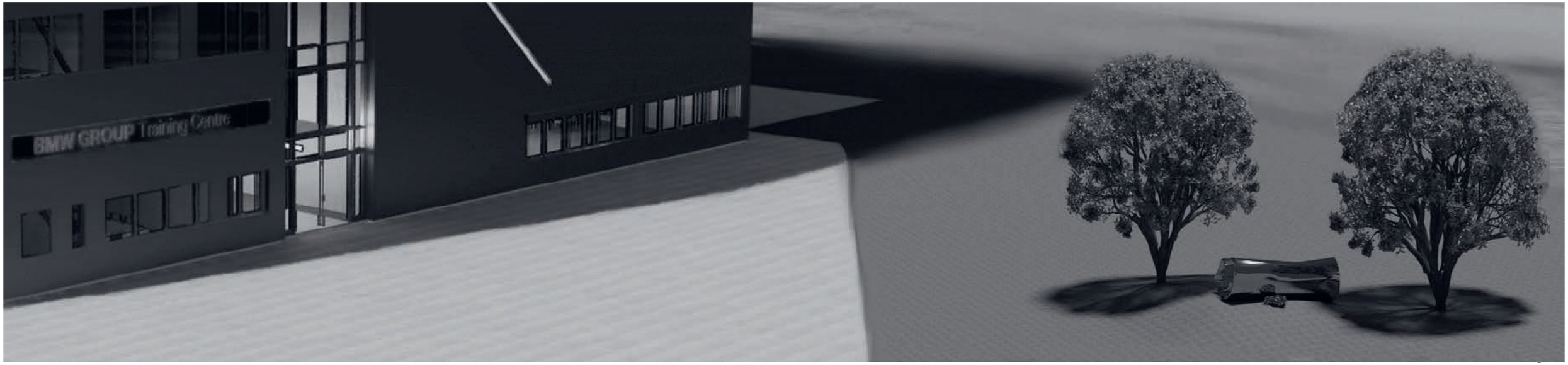
Outdoor sculpture
200 cm × 600 cm × 250 cm
Made of stainless steel

SCHILHABEL Jennifer
Hungarian University
of Fine Arts
Sculpture student
2024

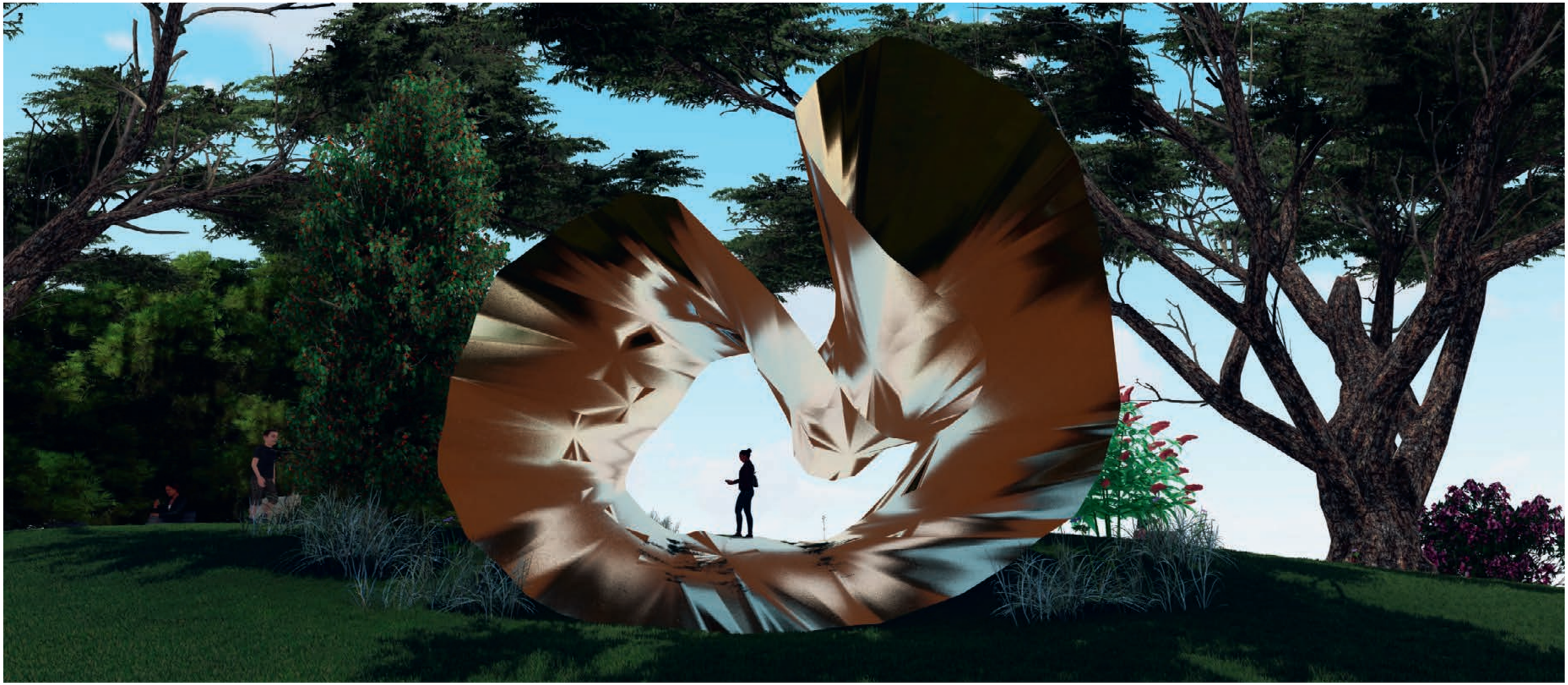
I made a digital zoom of one of my sculptures and turned it into an "abstract conveyor belt". The exterior is matte, the interior highly polished. I would like to build up the outer surface rustically from aluminum and the inner one will be polished. My concept is that the mirrored, curved surface breaks the view when someone walks through. The hollow cylindrical design is also hull-like and thus symbolizes an intermediate state. For me, the BMW GROUP Plant represents a dimension that blurs the boundary between machine and human. As I intend to place this sculpture in a natural environment, there is a change in context that relates in part to the BMW GROUP Plant's "green" attitude. During the BMW GROUP Plant visit, I realized that the BMW GROUP Plant lives with nature.



Digital plan







Digital plan

MIRROR TUBE

→ 109

CREATION SERIES

Outdoor/indoor sculptures
Various sizes
Made of bronze and limestone

SCHILHABEL Jennifer
Hungarian University
of Fine Arts
Sculpture student
2024

In this BMW GROUP Plant, a car is assembled in minutes from start to finish. The workshops follow each other on a ribbon, like the creation story tape in the Genesis dome. Materials are swirling. I thought of space, machines kneading cars from raw materials, and when they are worn out, they come back again as raw materials. I have formed a nebula that can be both the beginning and the end of everything; the beginning or the remnant of a star.







Digital plan



Digital plan

CONCEPT PHASE 2023–2024

CHAPTER 1.2.

BMW GROUP Gyár Debrecen

MEDIA & DESIGN EGER

EGER 1774 ESZTERHÁZY KÁROLY KATOLIKUS EGYETEM

1871

modem:

2023 – 2025

CONCEPT PHASE 2023 – 2024
INTERSECTION 2.0

A collaborative art project with partners:

- University of Debrecen Department of Architecture, Debrecen (UD)
- Eszterházy Károly Catholic University – Media and Design Institute, Eger (EKCU)
- Hungarian University of Fine Arts, Budapest (HUFA)
- MODEM Center for Modern and Contemporary Art, Debrecen
- Municipality of Debrecen Mayor's Office

BMW GROUP Gyár Debrecen

MEDIA & DESIGN EGER

EGER 1774 ESZTERHÁZY KÁROLY KATOLIKUS EGYETEM

1871

modem

2023 – 2025

FOREWORD

MUNICIPALITY OF DEBRECEN MAYOR'S OFFICE

Further thinking around the space, as well as the 200-meter diameter giant-roundabout in front of the main entrance of the BMW GROUP Plant in Debrecen, creates a great opportunity in terms of the structure of the city, on the one hand, to provide a SIGN for navigating through the industrial landscape, and on the other hand, to create a PLACE for employees and visitors. The interdisciplinary approach of the Intersection project could contribute to a particularly unique result in the creation of this landscape. The young creative community coming from different academic backgrounds has a challenge: to create a common language with which identity can be given to the new urban scenery. Therefore, this exhibition and workshop is an inevitable stage of this creative process.

ISTVÁN GÁBOR
Chief Architect City of Debrecen

PRESENTATION OF STUDENTS:

Models and design proposals
for artworks for BMW Group
Plant Debrecen, Hungary

2024

01	**SATUS**	KISS Lili (HUFA) LOVAS Bálint (UD) ESZENYI Panna (EKCU) OROSZ György (EKCU)
02	**RISING**	KORHÁN Marcell (UD) SZABÓ Barnabás László (UD)
03	**LUMINOSO VIVACE**	CHOMA Benedek (UD) SIKE Boglárka (UD) TÖRÖK Fruzsina (UD) VITÁLIS Bonifác (UD)
04	**SAILFLOWER**	SCHILHABEL Jennifer (HUFA)
05	**AERO**	KATONA Dominika (EKCU) SZTANYÓ Oszkár (EKCU) UNGVÁRI József Márk (EKCU)
06	**CIRCLE PARK**	PAPP LÁSZLÓ (UD) ZSUPOS ZOLTÁN (UD)



KISS LILI

Szentes, 2000.11.14
Hungarian University of Fine Arts, Budapest
Sculpture student

Introduction

The most exciting parts in my sculpting is the abstract yet still figurative world of twisting dynamic forms. I like to explore new perspectives and experiment with new techniques. This project is particularly exciting because of its huge scale and potential. I enjoy working together with my teammates and look forward to further challenges as a group.



LOVAS BÁLINT

Debrecen, 2001. 09. 14.
University of Debrecen
Architecture student

Introduction

Since I was little I always had an interest for architecture, but there are other things that keep me busy in every-day life. Preserving the traditions of the region through music and dance is part of my life, so I often use this in my designs and drawings.



ESZENYI PANNA

Dunaújváros, 2000. 04. 07.
Eszterházy Károly Catholic University
Media and Design Institute, Eger
Graphic design student

Introduction

I am currently in the last year of my Master's degree, so I already have experience in the field of graphic design. This is the area where I can best express my creativity. During my graphic design activities, I always look for unusual solutions and opportunities. With this project, I was given a creative challenge that has never been seen before, and I am glad that I have the opportunity to try something new.



OROSZ GYÖRGY

Miskolc, 2001. 11. 23.
Eszterházy Károly Catholic University
Media and Design Institute, Eger
Graphic design student

Introduction

I am doing a BA in graphic design at Eszterházy Károly Catholic University and I am in my third year. I will graduate this year. Due to my studies and also as a hobby, I deal with 3D modeling and animation in Blender. It appears in most of my projects. I can really implement my ideas and plans in 3D. Furthermore I deal with 2D and 3D motion design, graphic design, and webdesign as well. I have been learning my profession since high school. I am very enthusiastic to create creative installations and to make our ideas come true.

SATUS

Outdoor sculpture
Diameter is approx. 7 – 8 metres
Made of steel and aluminum

Our sculpture combines shapes from the BMW emblem.

The goal was to create a new spacial concept that seems to be in a perpetual movement, moving towards each other. Circularity and leaning towards the other were the main parts of the concept. Several prototypes were part of the process until we found the current one.

We aimed to illustrate dynamism, movement, aspiration and interaction. Two slim rectangular shapes spin in the air. The objects are similar but there is a tiny intentional difference in them. The forms bend away from the ground, twist towards the sky and then pair, like a subtle but vibrant dance of flying birds. Although they never truly meet, they represent unity.

Colors and light also play an extremely important role in this creation. White and sun yellow light carry purity and a meaning of a new beginning. In this composition the similar still different colors and shapes create a completely new and gorgeous spatial experience.

KISS Lili (HUFA)
LOVAS Bálint (UD)
ESZENYI Panna (EKCU)
OROSZ György (EKCU)

Hungarian University of Fine Arts, Budapest

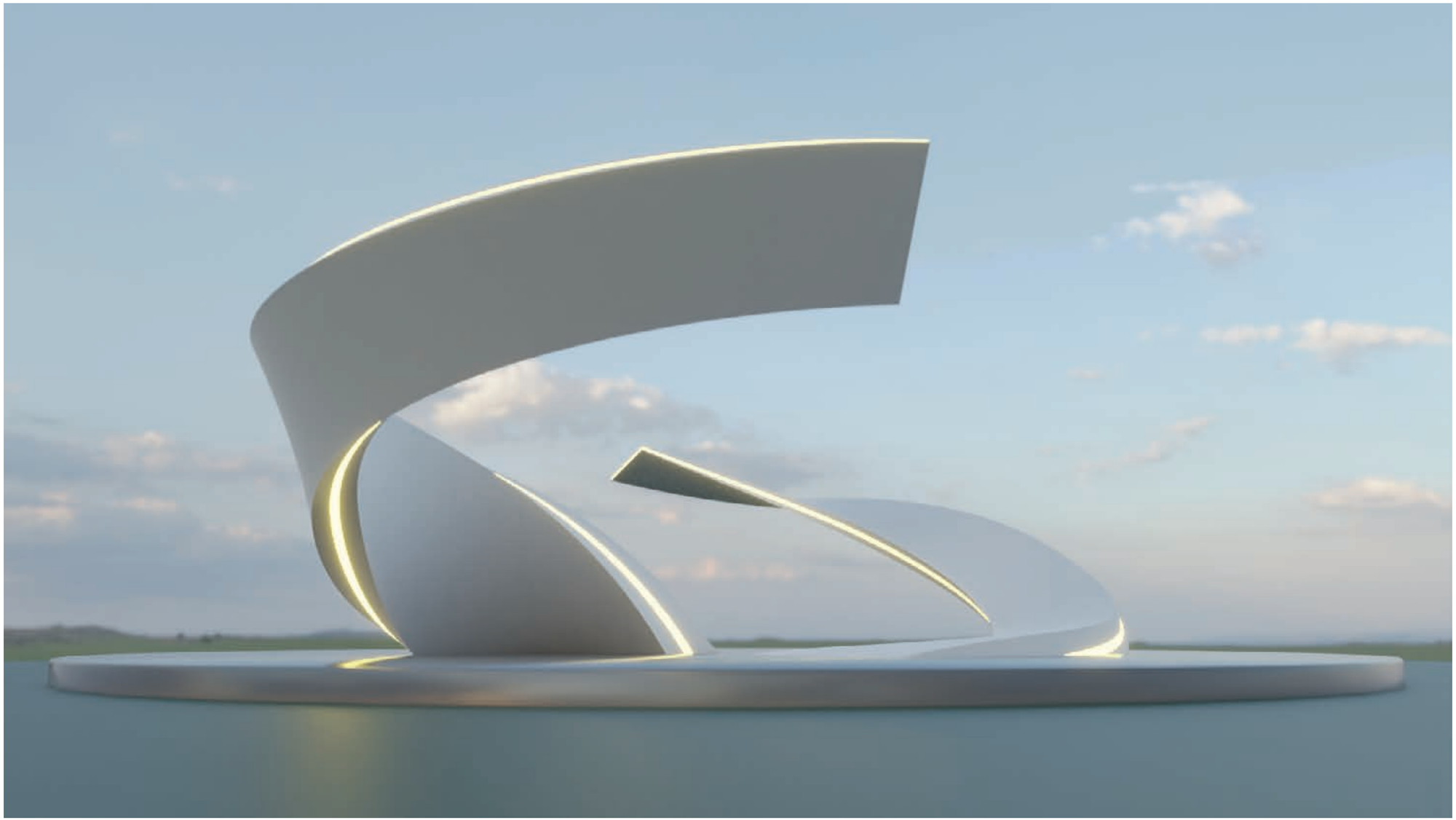
Media and Design Institute, Eger

University of Debrecen

2024

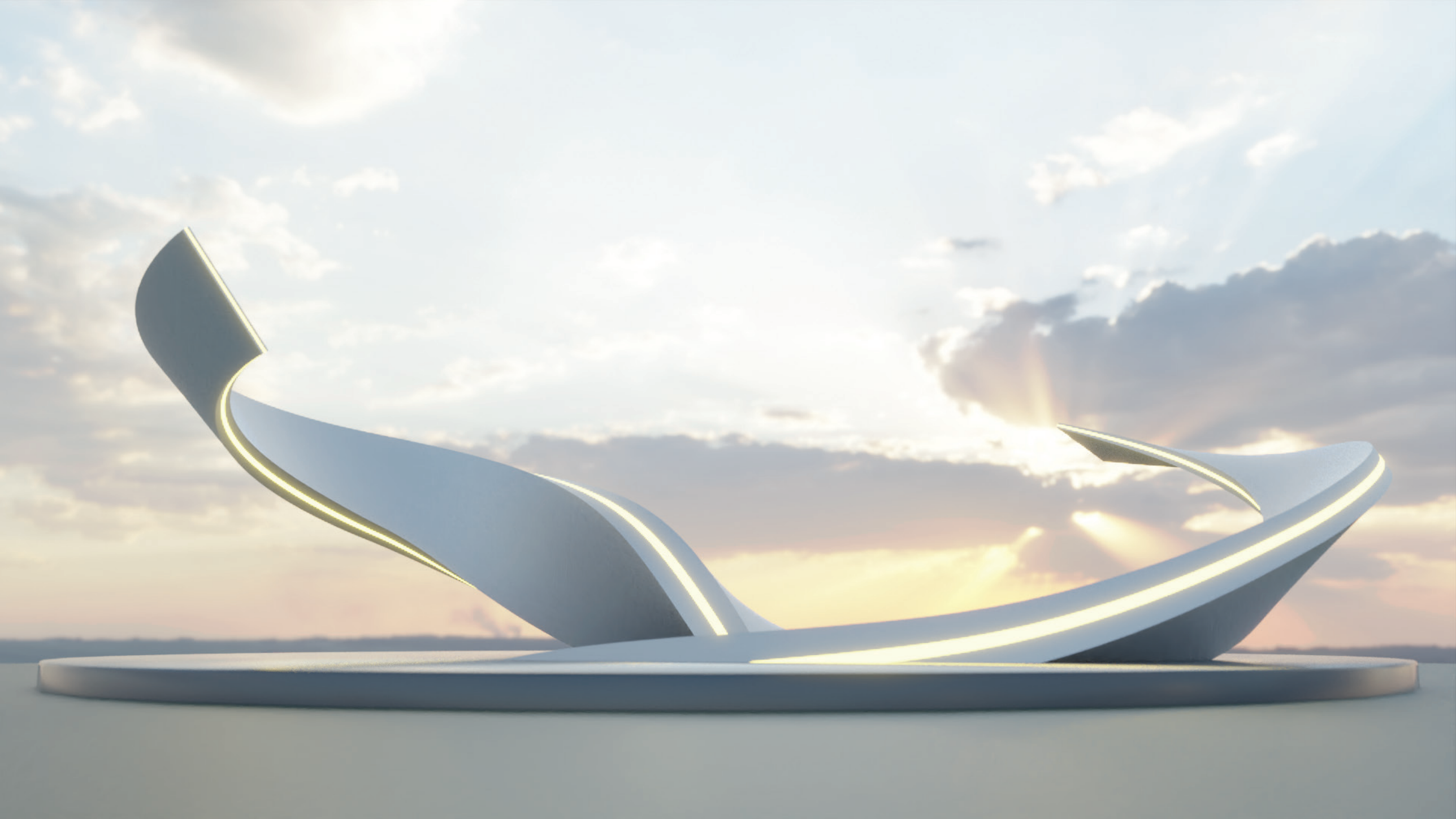
1871

MEDIA
& DESIGN
EGER

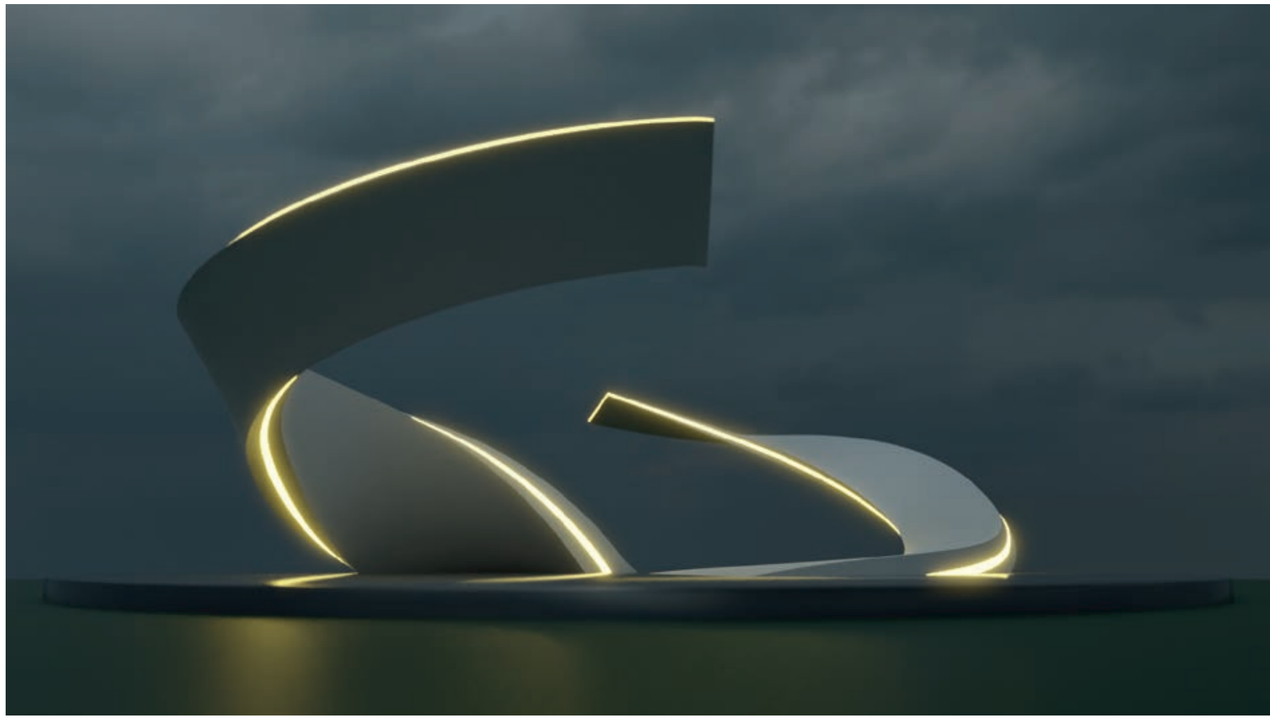


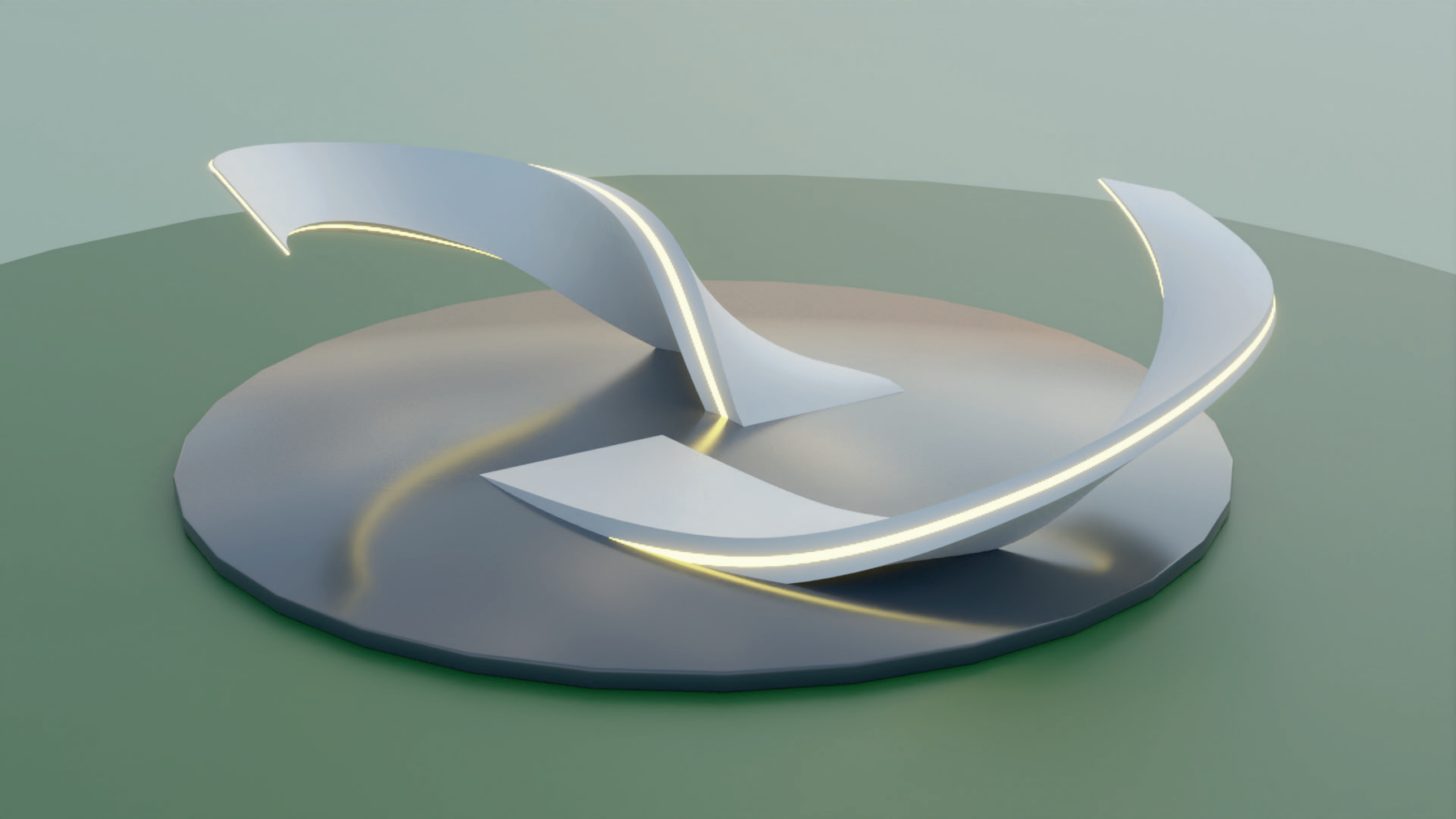
SATUS

Digital plan











KORHÁN MARCELL

Debrecen, 1998. 02. 23.
University of Debrecen
Architecture student

Introduction

Enhance actuality.
Embrace intellectual debate.
Question everything.
Reform the consciousness.
Revisit arts and crafts.
Reject authority.
Believe in community.
Trust in humanity.

Abra su mente a la realidad.



SZABÓ BARNABÁS

Debrecen, 1998. 07. 21.
University of Debrecen
Architecture student

Introduction

Ever since I was little I had the picture in my mind that I was going to have a job to do with engineering or science. I had nothing specific in mind, but after elementary school I found a secondary school which focused on the building industry, which I found exciting so I applied there. There we mainly studied the engineering side of the industry, but I really enjoyed it. When the time came to apply to university, it was clear that I would choose architecture. In the beginning it was not easy for me to change the engineer-like thought process into something thats more creative, artistic. However, the more I mastered this thought process and started to learn about architecture the more I fell in love with it. Nearing the end of my studies I can still say that I enjoy it more day by day, and I hope this will not change in the future.

RISING

Outdoor sculpture
7000 cm × 2500 cm
Made of metal

KORHÁN Marcell (UD)
SZABÓ Barnabás László (UD)
UNGVÁRI József Márk (EKCU)

Media and Design Institute, Eger

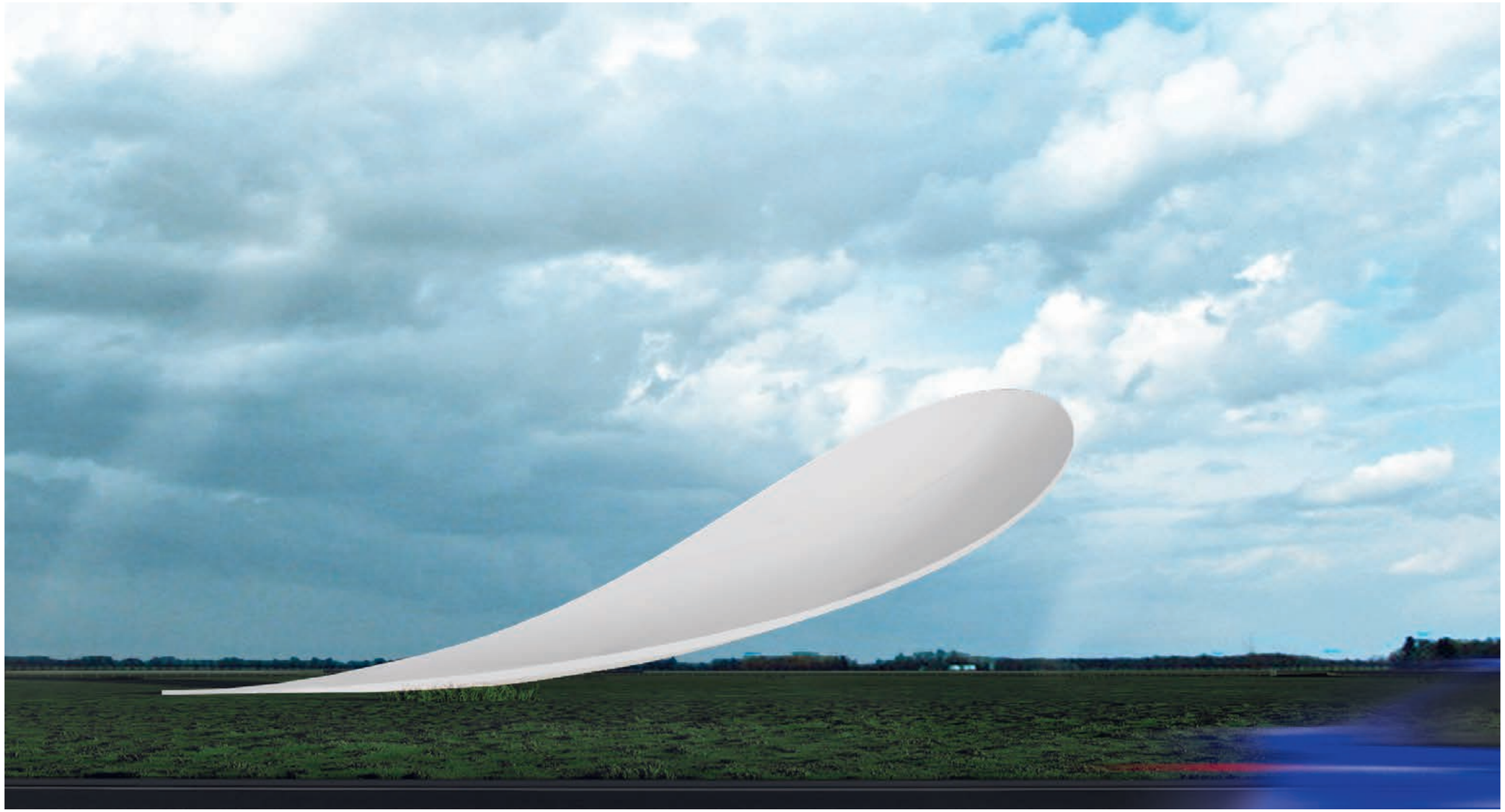
University of Debrecen

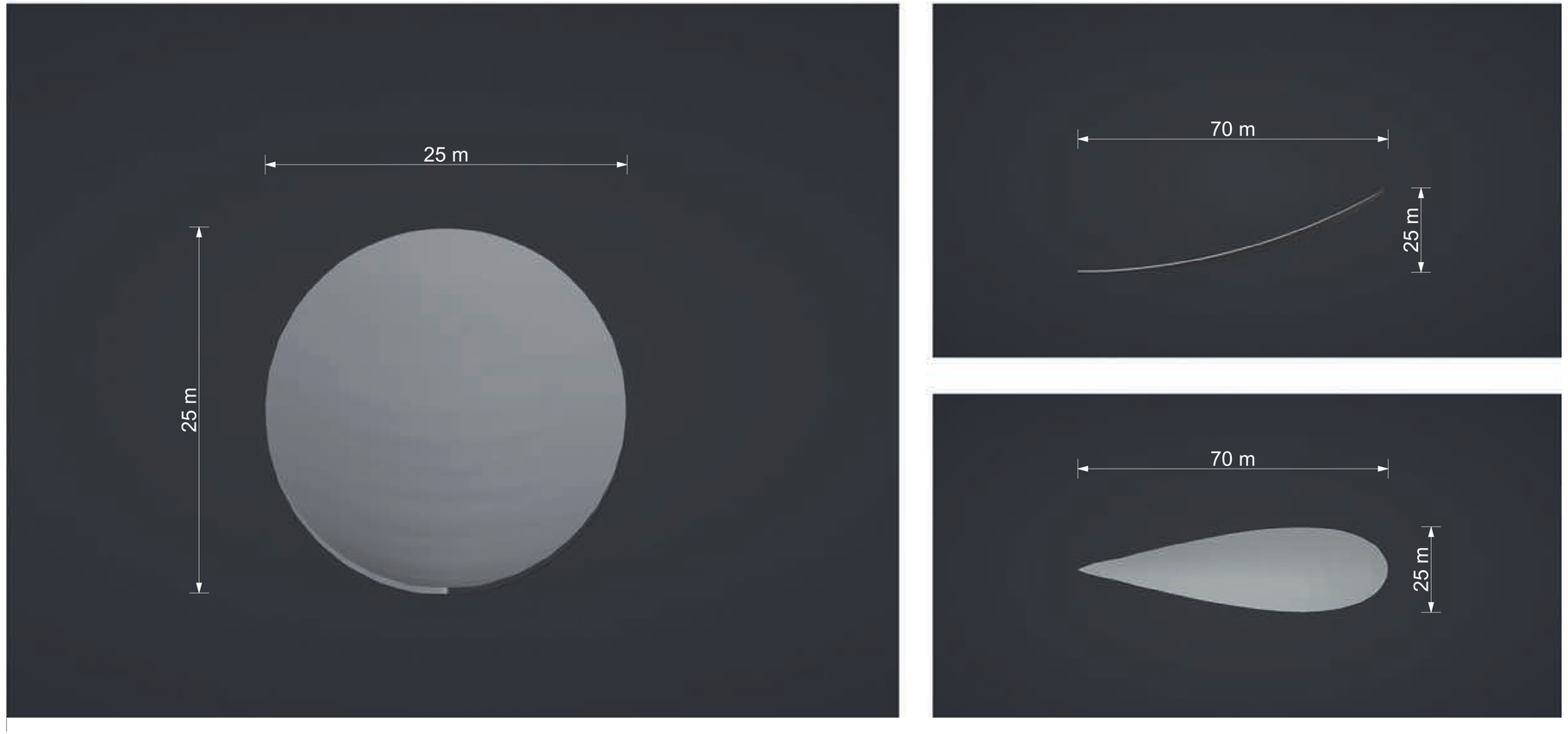
2024

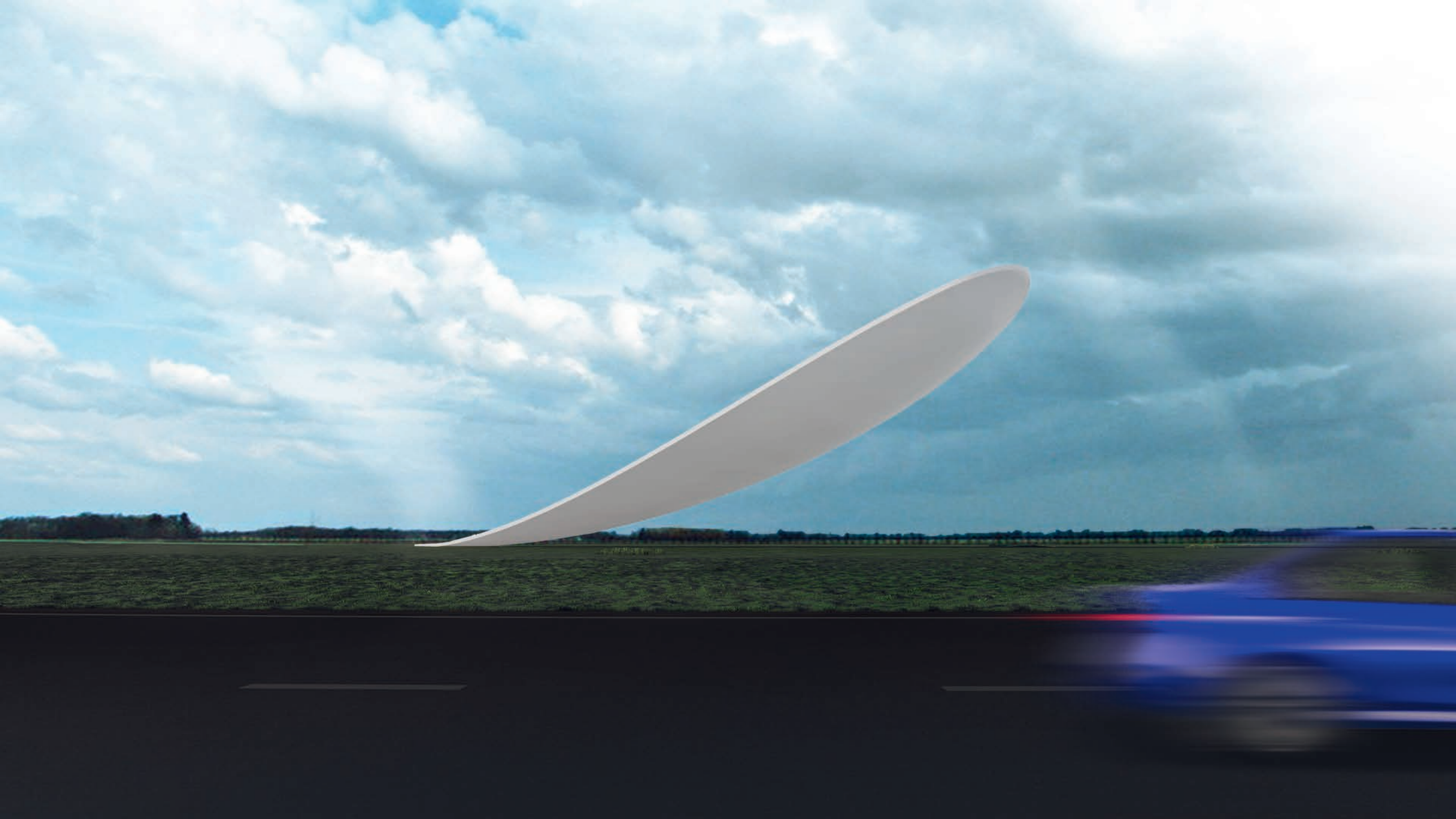
Arriving at the BMW GROUP Plant we discover a large and strange object. We do not know what it is, or why it is there. Nevertheless the shape of a perfect circle in this landscape makes us curious. Arriving at The Intersection (roundabout) we have a feeling of an odd connection between the land and the sky. Going further we can see the geometric circle becoming more and more refined as we pass by it. We feel some kind of dynamic. Along the way we recognize the spatial geometry of a falling or rising petal. After the different views of the everchanging mystical object, it transforms itself back into a full circle, when leaving the site. There is a perception of a connection between the enormous plain and seemingly endless heaven, that is the Great Hungarian Plain. At their visual meeting of these only the scattered trees in the distance – like stitches – dissolving the perfectly plain horizon. We find the relationship between the two very exciting. With this concept we tried to examine these links and intersections. The Intersection next to the BMW GROUP Plant is very exciting even looking at it by its massive scale. This plain circle with a diameter of 200 meters is a chance for a dimensional experiment on a large area. Starting with these characteristics we sliced a section of the circle and made it spatial. The ethereal and refined petal that was created by this reveals the intersection of the connection between dimensions of the sky and the land. This sculpture-installation is a spatial shape, but because of the spatial distortion when arriving, it appears as a perfect circle, which is alien to the landscape and captures our attention. While traveling in the Intersection, the shape gradually becomes more refined, showing its different perspectives, until we reach its opposite side, where we perceive an even more distinct shape. After a full turn, arriving back to our starting point, the form reverts back to its original perspective. Thus a connection between the sky and land is created, where the observer is the cause of the transformation. The physical stability of the sculpture-installation is provided by a stainless steel grid structure, anchored to the foundation, which acts as a counterweight. The object is anchored to the foundation on its more than 10 meters long section where it meets the land. The covering of the load-bearing structure is with a light, white colored metal sheet with matte finish.

→ 128

MEDIA
& DESIGN
EGER




25 m
25 m
70 m
25 m
70 m
25 m







CHOMA BENEDEK

Debrecen, 2001. 09. 27.
University of Debrecen
Architecture student

Introduction

I consider it an exciting opportunity to have the chance to work for such a large corporate group like BMW and contribute to their developments here, which provide substantial financial resources and tremendous creative freedom.



SIKE BOGLÁRKA

Nyíregyháza, 1997. 12. 09.
University of Debrecen
Architecture student

Introduction

Since my childhood, artistic education has played an important role in my life.
After my music studies, I became acquainted with the creative world of architecture during high school.

I love what art provides for me: freedom, relaxation, infinite possibilities.
This profession allows creativity and artistry to be present in my everyday life.



TÖRÖK FRUZSINA

Debrecen, 1999. 10. 21.
University of Debrecen
Architecture student

Introduction

I started my studies in 2018 at the University of Debrecen as an architecture major (BSc), and after graduating I started majoring in architecture on Master's level (MSc). Currently I am in my 3rd semester. To tell the truth, architecture is one of my biggest passions in my life because I have found creativity and art as a perfect fusion in it. Permanent artistic works of art can be created with the help of architecture that appear as monumental miracles in our everyday life. In this modern 21st century, we live in a hectic world, and I think it is essential to stop at some points on the streets and let ourselves marvel these wonders which surround us.

Last, but not least, I would like to emphasize that I am not only an open-minded person, who is curious about the world around us, but also very adventurous and eager to learn and experience as much as possible.



VITÁLIS BONIFÁC

Eger, 2002. 09. 25.
University of Debrecen
Architecture student

Introduction

I consider it important for art to be present in every environment, and this is a great opportunity to bridge the gap between the industrial environment and artistic thinking.

LUMINOSO VIVACE

Outdoor sculpture

CHOMA Benedek (UD)
SIKE Boglárka (UD)
TÖRÖK Fruzsina (UD)
VITÁLIS Bonifác (UD)

University of Debrecen

2024

Our main idea was to completely dissociate from the brand and formulate our installation solely based on characteristic keywords. These keywords unanimously revolved around dynamism and lightness, with light being an essential element associated with each team member. Additionally, our goal was to create something unrestrained, playful, and abstract in contrast to the strict BMW GROUP Plant building. Although these concepts are in complete opposition, the installation was designed to indirectly connect to the manufacturing process. Once we collectively defined these criteria, we began to unfold how we could further enhance these ideas. Numerous ideas followed, leading us to a floating, futuristic, continuous ribbon motif with a significant emphasis on light play. In daylight conditions, the installation presents a varied image from different perspectives, while at night, artificial lighting takes center stage. The continuity of the ribbon is not only inherent in itself but also in its presence across all three design locations, forming a cohesive unity.

In the future, we would like to continue developing our established concept, potentially leading to its full realization as the team's vision unfolds.









LUMINOSO VIVACE



SCHILHABEL JENNIFER

Mór, 1998. 10. 11.
Hungarian University of Fine Arts
Sculpture student

Introduction

I spend a lot of time at the Mór Free School of Art. There I got acquainted with bronze casting and the basics of sculpture. I am most attracted to abstract organic designs. I am inspired a lot by wildlife, I am interested in extraordinary life forms and space exploration. I mostly work in stone and metal because these are the most resistant materials, which is why they are excellent for public spaces. I feel it is important for the recipient to be able to connect with the sculpture via tactile means, so I have ideas that are interactive. I think the sculpture becomes complete when a recipient understands it and enjoys it, and experiences happiness.

SAILFLOWER (SEGELBLUMEN)

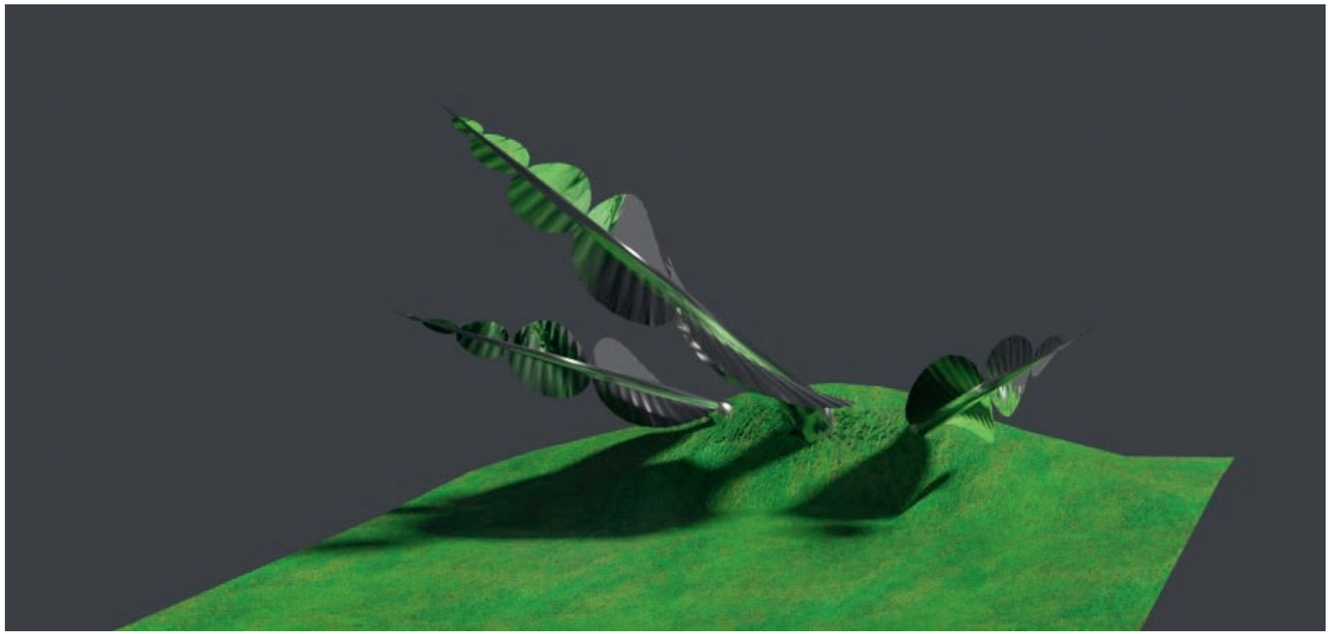
Outdoor installation
Length approx. 10 m
Made of steel and carbon

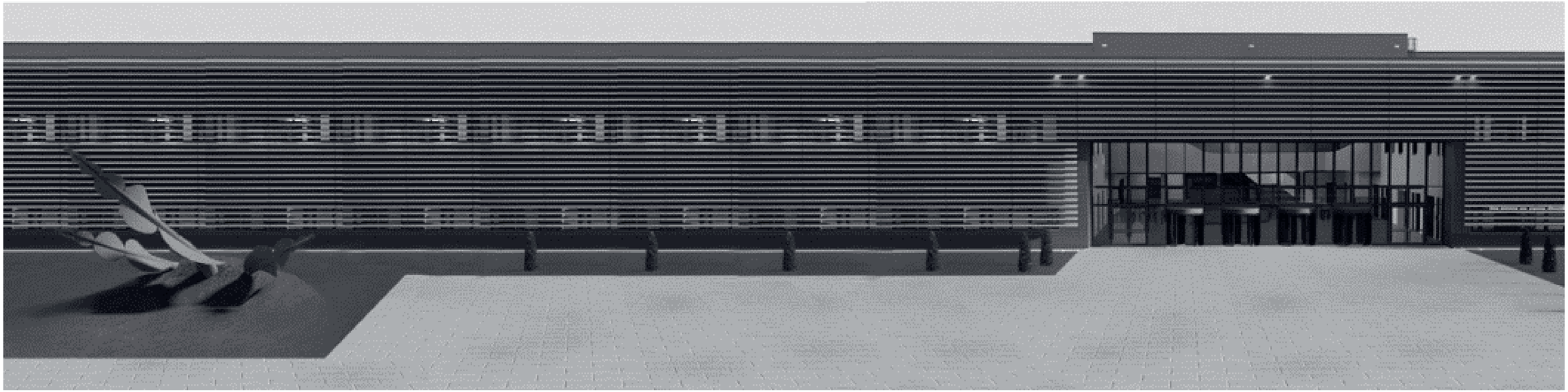
SCHILHABEL Jennifer
Hungarian University
of Fine Arts
Sculptor student
2024

When I thought of the Green theme, I immediately thought of renewable energy sources, Debrecen in artistic terms, with mobile sculptures. The combination of the two could be an interesting and a beautiful idea.

The petals can be decorated with light painting. The twisted shape was created by the movement of the propeller. In nature, this movement is too noticeable in many places, for example, the fruit of the maple tree flies further away. I divided the leaves of the sculpture according to the golden ratio. It rotates like the DNA chain.

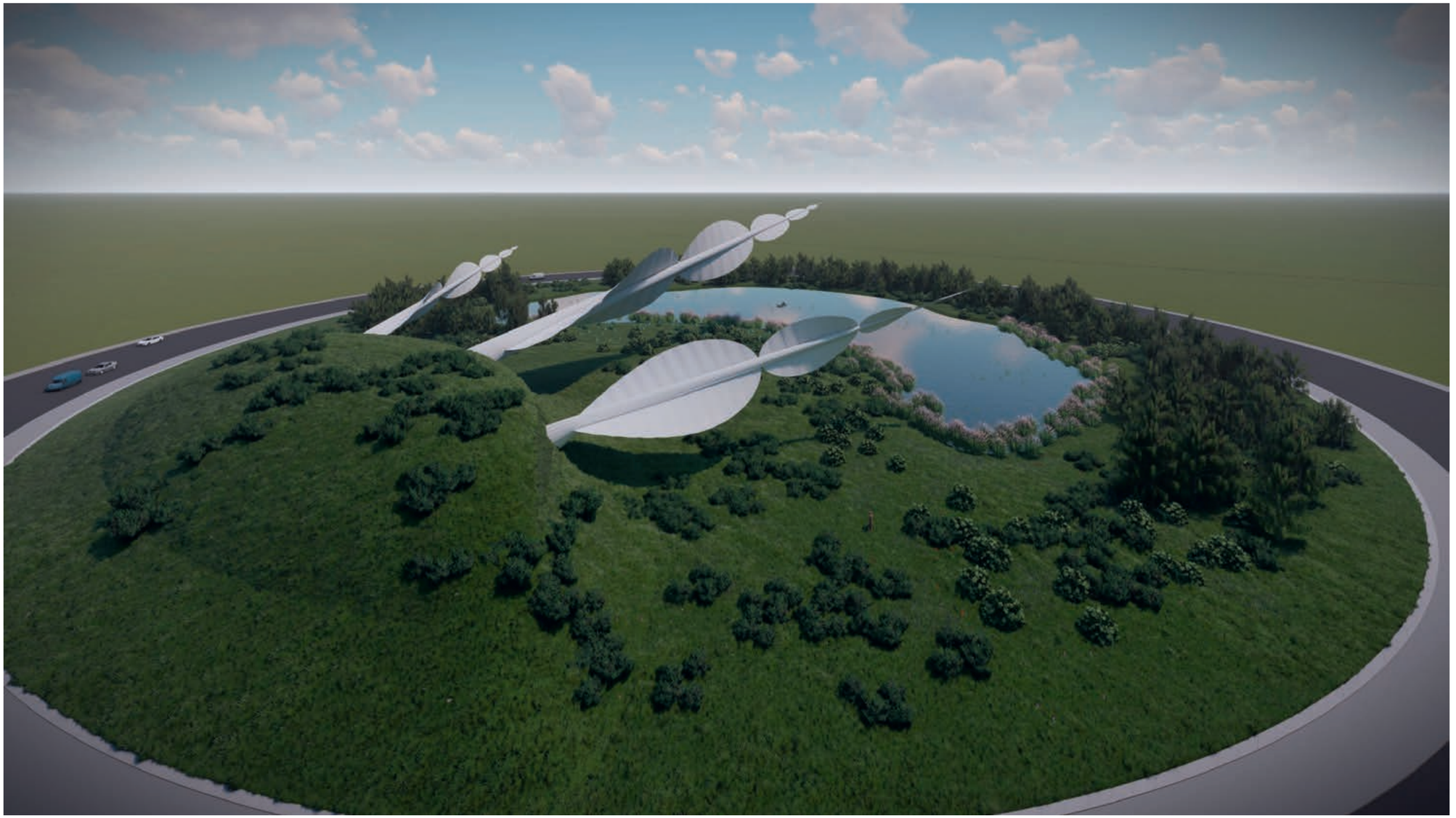
This artwork could be the first "turbine sculpture" – a coproduction between art and industry, a cooperation between a sculptor and an engineer. I want to create an eco-friendly but industrial symbol with this sculpture.





SAILFLOWER VERSION 1.

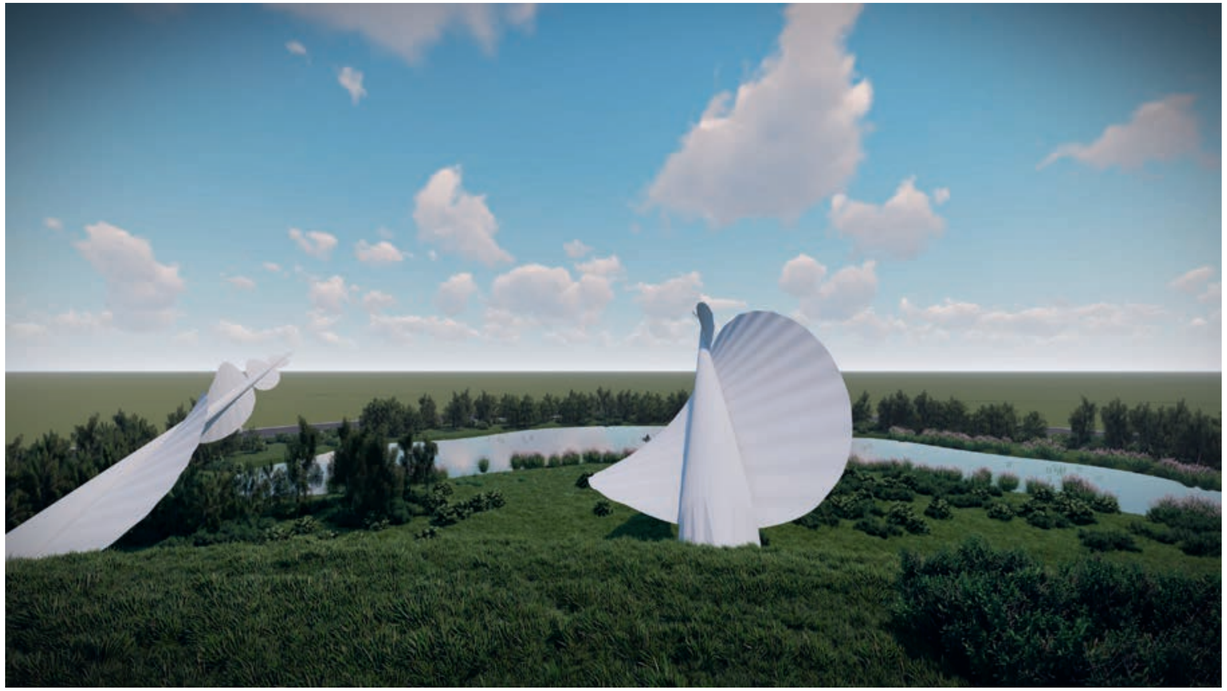
Digital plan



SAILFLOWER VERSION 2.

Digital plan





SAILFLOWER VERSION 2.

Digital plan



SZTANYÓ OSZKÁR

Debrecen, 2001. 09. 03.
Eszterházy Károly Catholic University
Media and Design Institute, Eger
Graphic design student

Introduction

I'm a third year web design student at EKCU, currently developing a videogame for my diploma this year.
I always strive to create works that don't feel soulless, therefore I try to include my own random intuition in them.



UNGVÁRI JÓZSEF MÁRK

Debrecen, 2002. 02. 11.
Eszterházy Károly Catholic University
Media and Design Institute, Eger
Graphic design student

Introduction

I am a third-year graphic design student at EKCU, currently working on my thesis this year. I'm currently studying web design and this is my future. With my work I strive to always deliver the maximum.

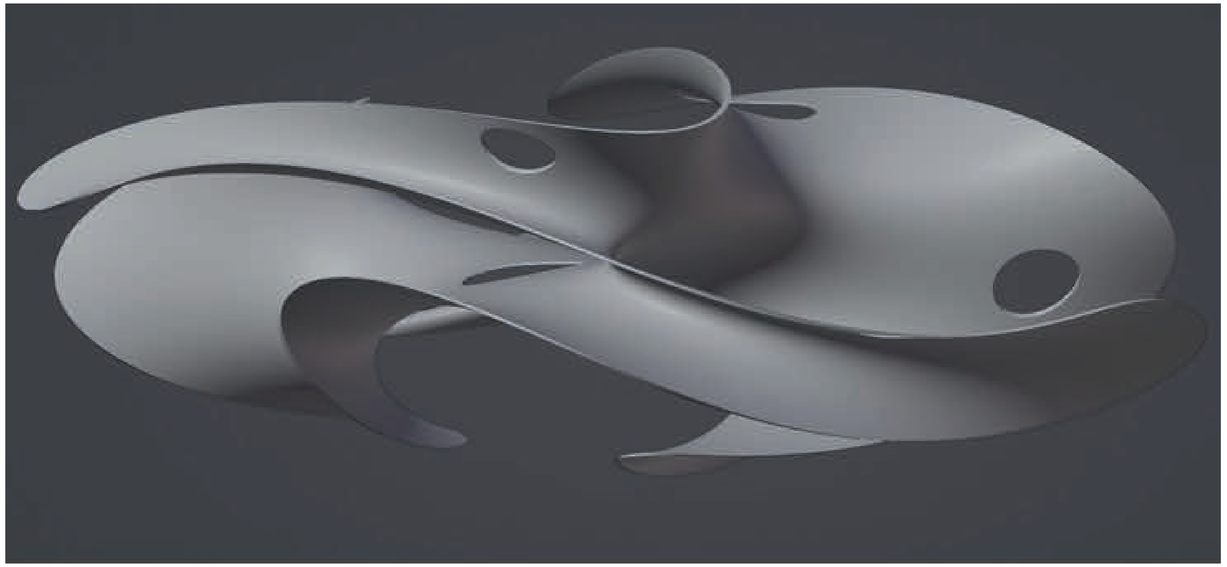
AERO

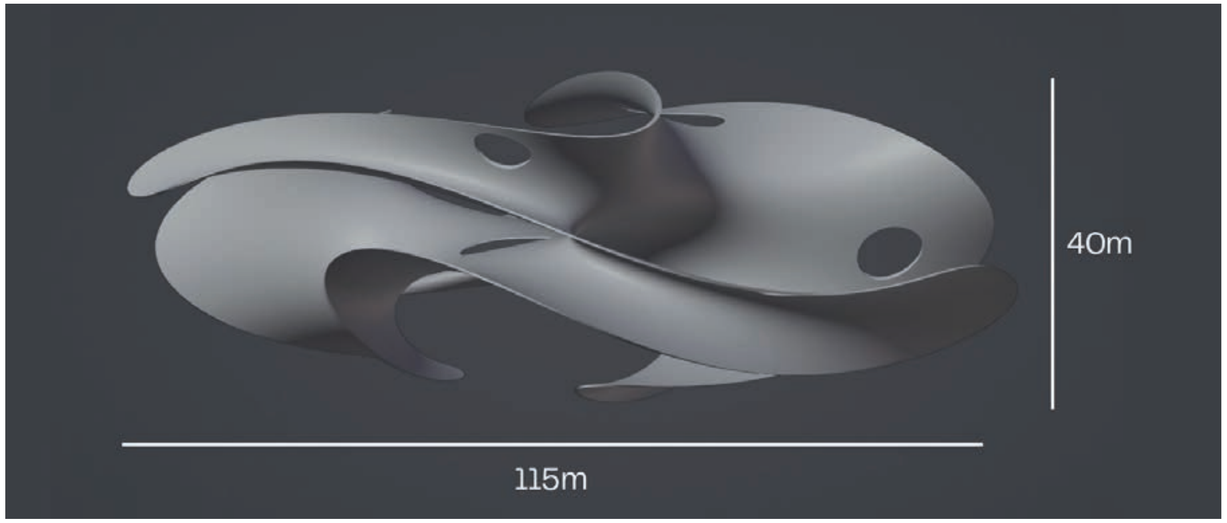
Outdoor installation
115 m × 40 m (can be adjusted)
Medium is not decided yet

KATONA Dominika
SZTANYÓ Oszkár
UNGVÁRI József Márk
EKCU, Eger
2024

Even though we were instructed to think outside the "BMW" label, we still wanted to create something that would refer to the company in some way or other, even if we needed to think of it in a more abstract way. So, rather than looking at current car/motor models or the brand, we researched the history of the company and drew some inspiration from BMW's starting point, the aircraft; the rotation of the propeller was the main movement that inspired us. We wanted to keep the reference to the propeller in our sculpture, but in the formal realisation we focused more on making it as dynamic as possible. There are two reasons for this: firstly, since we were thinking in terms of a roundabout, we wanted to design a sculpture that would look interesting/different from all angles; and secondly, it would produce a dynamic, almost moving visual image when people are driving around it.

It's worth mentioning, however, that the size of the sculpture can be varied to whatever dimensions, we simply choose this monumental size (40 m tall) because we felt it would be most spectacular at this magnitude.

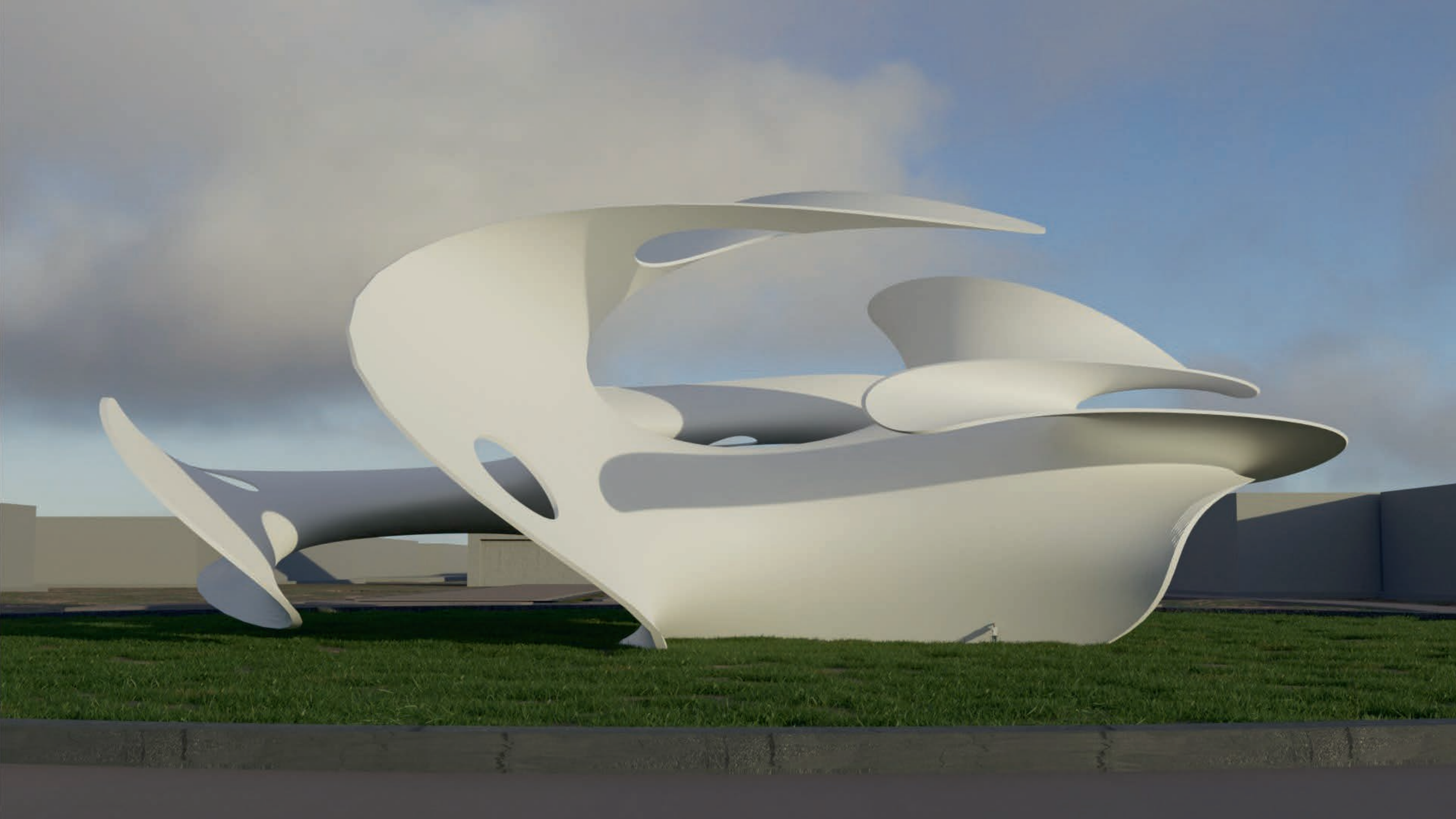


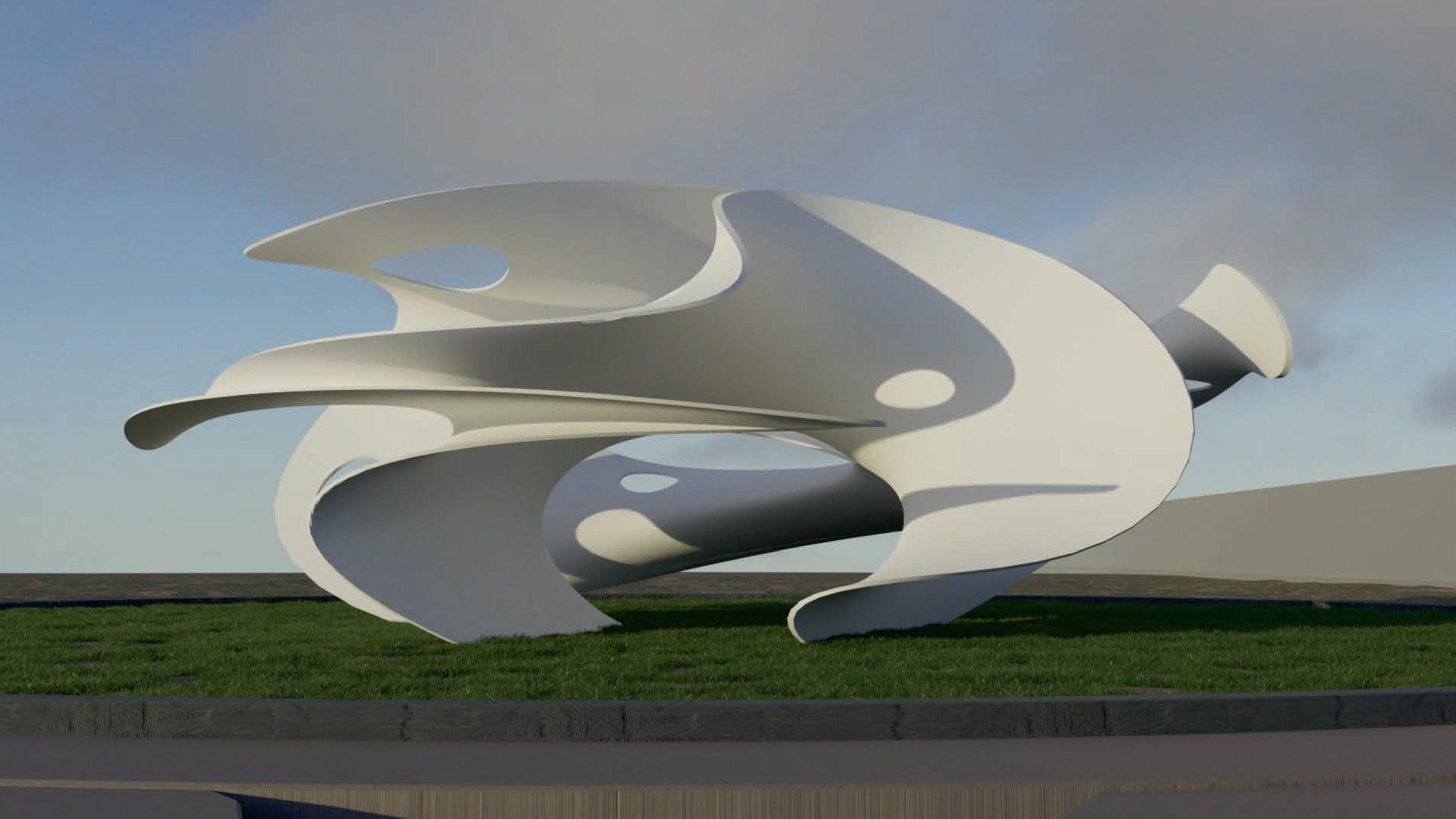




Digital plans









PAPP LÁSZLÓ

Kisvárda, 2000. 10. 19.
University of Debrecen
Architecture student

Introduction

I am Papp László, a student of architecture at the University of Debrecen. I have always aspired to create spatial experiences that inspire people and contribute to improving our environment. The creative world of design and forms has always fascinated me, and this interest has led me to pursue a career in architecture. In addition to being an architect, I enjoy engaging with the arts, and I believe that there are many common elements between architecture and art. Shapes, colors, and aesthetic considerations are all elements that are present in both fields and have an inspiring effect on me.



ZSUPOS ZOLTÁN

Debrecen, 1991. 03. 07.
University of Debrecen
Architecture student

Introduction

I have been interested in nature and the built environment since I was very young. I am always happy to observe the forms, their structure and functioning, either in their close-up details or from a distance, as a whole. I like to craft, try materials, create a real, tangible object from the idea, find out if the idea works in reality. In architecture, it is exciting for me to come up with the solution to the given question, which takes on a built quality, but does not overwhelm its surroundings and is not self-serving. I am interested in designs in which the future user can participate in the development or completion, where the creation becomes a personal experience and value. I like structures and objects whose function can be changed, either by changing the user's needs, by using the invented form differently or by moving the structure. I think it is important that a work of art is elaborated in detail, that its fit and subtle playfulness should be pleasant to look at.

I consider those architects as role models who create sensitive, aesthetic, usable and lasting works that are also in balance with nature.

CIRCLE PARK

Outdoor installation
40 × 40 × 10 m

Papp László (UD)
Zsupos Zoltán (UD)

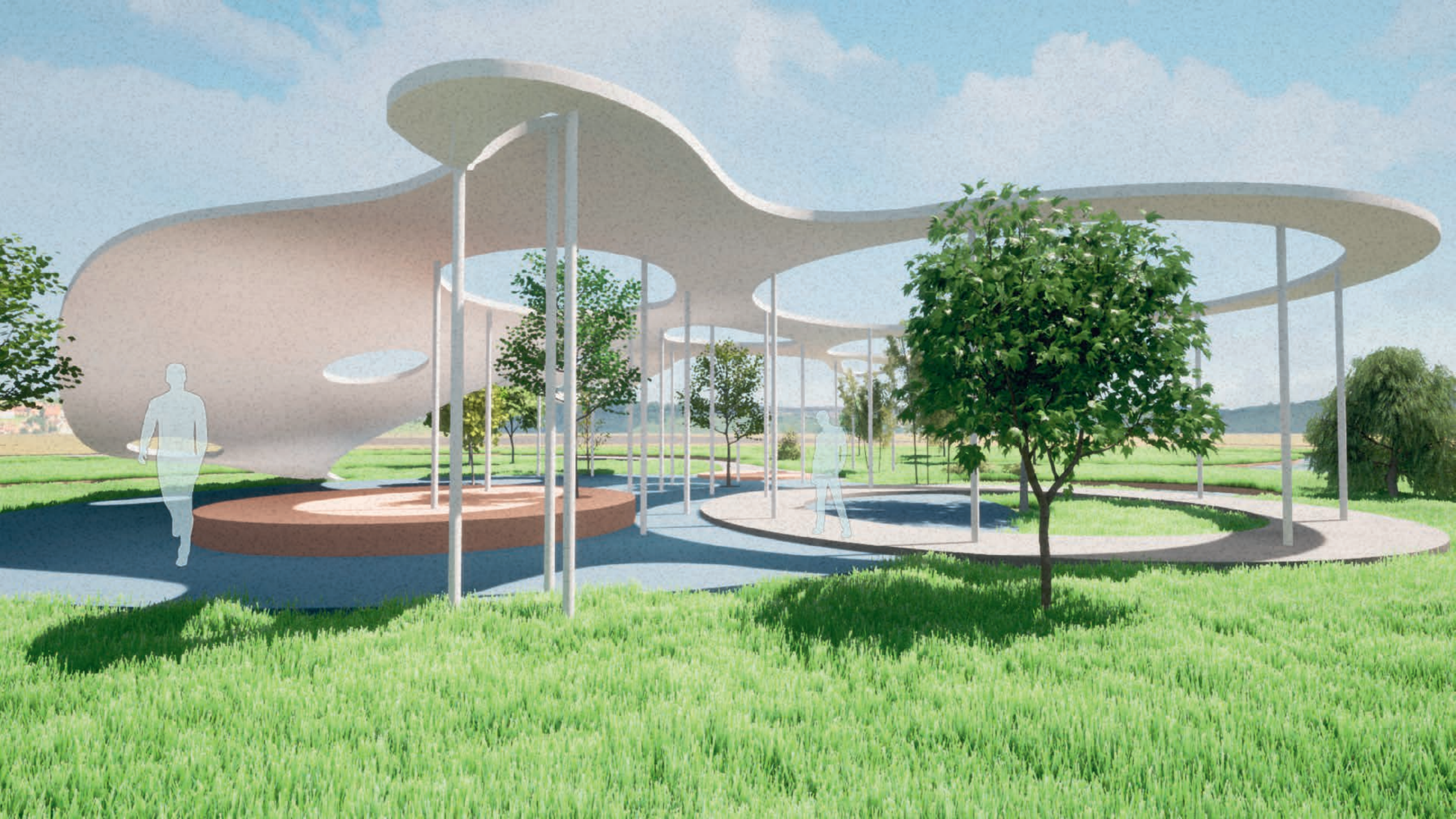
University of Debrecen

2024

The design site is for a huge roundabout in front of the BMW GROUP Plant. The starting idea and formal source of the team's plan is the shape of an electric motor that provides a new type of propulsion for vehicles. This is a much more compact object than an internal combustion engine and rotation around a central axis appears in several of its components. By elevating the geometric features of this form, we created the horizontally undulating roof form starting from ground level, under which a pavilion-like, freely accessible and transparent space is formed. The parts that stand out from the initial shape were shown as curved breaks, and the axes were shown with trees. We tried to formulate the form world of the highly industrial components as a close-to-nature, airy, community space under a spectacular roof shape.













CHAPTER 1.3. CONCEPT PHASE: PUBLIC EXHIBITIONS

The concept phase of the collaborative art project with BMW Manufacturing Hungary and partners was exhibited in public:

- MODEM Center for Modern and Contemporary Art, Debrecen

- Hungarian University of Fine Arts, Department of Sculpture, Epreskert Campus, Parthenón-fríz Hall, Budapest.

Partners:

- University of Debrecen Department of Architecture, Debrecen (UD)
- Eszterházy Károly Catholic University – Media and Design Institute, Eger (EKCU)
- Hungarian University of Fine Arts, Budapest (HUFA)
- Municipality of Debrecen Mayor's Office

BMW GROUP Gyár Debrecen

MEDIA & DESIGN EGER

EGER 1774 ESZTERHÁZY KÁROLY KATOLIKUS EGYETEM

1871

modem

2024

EXHIBITION MODEM, DEBRECEN

AN INTERDISCIPLINARY PROJECT. ARCHITECTURE. GRAPHIC DESIGN. FINE ARTS.

Auto /ˌɔːtə(ʊ)/ Self.
Poiesis /pɔɪˈiːsɪs/ To make, create.
Poeses /poˈeː.sis/ Poetry.

Hypothesis: All living organisms must be autopoietic. But not all autopoietic systems must be living organisms – as evidenced by this exhibition.

AUTOPOESIS Next Level showcases a preselection of concepts for artworks by talented art, architecture and graphic design students from three Hungarian universities: the Hungarian University of Fine Arts (HUFA) in Budapest, the Eszterházy Károly Catholic University (EKKE) in Eger and the University of Debrecen (UD).

During the academic year and the program of workshops preceding it, we encouraged emerging architects, sculptors, and designers to think and work together, expanding their knowledge in their artistic fields, highlighting the importance of understanding and tolerating different perspectives, and gaining experience in working with a major market partner on a project. The works in this project reflect not only the students' Hungarian cultural heritage but also Generation Z ideas around the digital future. In addition, they embody the students' visions of the Lean. Green. Digital. philosophy of the BMW Group.

As partners in this project, the Hungarian University of Fine Arts, University of Debrecen, Eszterházy Károly Catholic University in Eger, Debrecen Municipality and BMW GROUP Plant Debrecen all have a shared vision: to preserve the past, document the present and foster talent to build the future.

Géza Sallai DLA, Professor
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Hungarian University of Fine Arts, Budapest
Tamás Szentirmai DLA, Head of Department for Architecture, University of Debrecen

Dr. habil. József Szolnoki, Eszterházy Károly Catholic University, Eger, Head of Media and Design Institute (MDI)

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Katalin Vizi DLA, Director, MODEM Center for Modern and Contemporary Art, Debrecen

Jone Scherf, M.A., curator on behalf of the BMW Group

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EXHIBITION MODEM, DEBRECEN
AUTOPOESIS

Observing living cells reproducing themselves, Chilean biologists coined the term autopoiesis in the early 1970s by combining the Greek αὐτο- (auto-) 'self', with ποίησις (poíesis) to create. In the second phase of the interpretation of the term, systems theory used it to describe the closed self-reproduction and maintenance of psychic and social systems. In addition to those officially canonized, there are of course other, private interpretations. One of these is that, for example, a semantic flywheel generating meanings is set in motion between the elements of an archive after a certain complexity, independently of the intention of the archivist, by the presence of the observer. The elements (records), recorded in isolation from each other, are linked together through the gaze of the observer into a narrative. Chaos becomes a system.

The relationship between the first meaning of auto and its contemporary usage is particularly interesting. The original is "self", i.e. one's own self, or a vehicle on the ground, rolling on wheels, capable of transporting people, and capable of moving under its own power by means of its engine. As if the car were its owner ...

The original meaning of poiesis is to make, to create, to create, but its sound is almost identical to the cognate term poesis, which means poetry. Here, then, the terms to make, to create, to create, and poetry, that is, the meaning of the expression of a specific, characteristic feeling and world of thought, are mixed. Autopoesis, on the other hand, simply combines the meanings of car and poetry.

Despite the uncertainty surrounding the true meaning of the term, it can be stated that all living organisms must be autopoietic, but this of course does not mean that all autopoietic systems are living organisms.

Be that as it may, the important thing is not to find loopholes in the necessarily provisional explanation of the term autopoesis given here, but to understand the implications of the question it raises.

Dr. habil. József Szolnoki, Eszterházy Károly Catholic University, Eger, Head of Media and Design Institute (MDI)

EXHIBITION MKE, BUDAPEST

HUNGARIAN UNIVERSITY OF FINE ARTS, BUDAPEST

The mission of the Hungarian University of Fine Arts is to ensure that students who choose fine arts as an independent profession acquire the necessary, high-level knowledge, develop their individuality freely, and have the opportunity to become responsible intellectuals. The teaching, research, and creative work serving this mission aligns with the traditions of Hungarian and European culture, interpreting artistic phenomena. The intellectual and practical aspects of creation are inseparable and form a unity, with the harmony of these two dimensions being a fundamental pedagogical principle in shaping the educational system. The University's mission is to provide internationally recognised, high-quality fine arts education that preserves historical traditions while shaping contemporary trends.

Our Department of Sculpture considers integrating spatial genres essential for a successful career. Sculpture, architecture, and design share many similarities in thinking, and their mutual permeability is no longer in question today. The inter-university program involving BMW Group and three Hungarian universities, the Hungarian University of Fine Arts, Eszterházy Károly Catholic University and the University of Debrecen, brings industry and art together in a fortunate collaboration. Their differing perspectives inspire one another, presenting innovation and sustainable thinking as works of art. Joint workshops have multiplied creativity, and the partnership between architecture and media design students has proven extremely valuable, fostering lifelong personal and professional connections. It is a privilege to design on such a scale and benefit from a distinguished brand's support in realising artwork.

Our "Sculpture in Built Space" course similarly prepares students with this perspective. The Parthenon Frieze Room is the exhibition space for the University's sculpture program, where we showcase the new endeavours of the young generation, provide opportunities for our alumni, and present the life works of senior masters as an example for our University and the public.

As a unique addition to this exhibition series, our joint exhibition introducing the BMW project will take place in November 2024 in the Parthenon Frieze Room at the Epreskert campus. We hope this exhibition will inspire the next generation of artists and allow the broader public to gain insight into a design process conducted under the aegis of a world-renowned brand, where industry and art are uniquely intertwined.

Professor István Erős DLA
Rector
Hungarian University of Fine Arts
Budapest, October 2024

REALIZATION 2025
CHAPTER 2.0.

BMW GROUP Gyár Debrecen

MEDIA & DESIGN EGER

EGER 1774 ESZTERHÁZY KÁROLY KATOLIKUS EGYETEM

1871

modem

2025

BMW GROUP PLANT DEBRECEN



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SPECTRUM

NAGY LÁSZLÓ

PAPP LÁSZLÓ

ZSUPOS ZOLTÁN



2 PIECES.

FORMAT.
100 x 100 x 50 CM

ART LOCATION.
TC · GROUND FLOOR

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FRACTUM

KATONA DOMINIKA



2 PIECES.
WALL PAPER + OBJECT

FORMAT.
140 × 140 CM
20 × 20 CM

ART LOCATION.
TC · 1ST FLOOR

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VISION PAINTINGS

MOLNÁR RÉKA JANKA



8 PIECES.

FORMAT.
DIVERS

ART LOCATION.
CC · 1ST FLOOR

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DESONITUS

SZTANYÓ OSZKÁR

UNGVÁRI JÓZSEF MÁRK



1 PIECE.
SOFT- AND HARDWARE,
SENSOR

FORMAT.
VIDEOSCREEN XXL

ART LOCATION.
CC · GROUND FLOOR

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ABSTRUGTIONS

ESZENYI PANNA

OROSZ GYÖRGY



1 PIECE.

FORMAT.
200 x 130 CM

ART LOCATION.
CC · 1ST FLOOR

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RELIEF TIMELINE

BOROS DORINA



1 PIECE.

FORMAT.
551 x 163 x 61 CM

ART LOCATION.
CC
ENTRANCE · 1ST FLOOR

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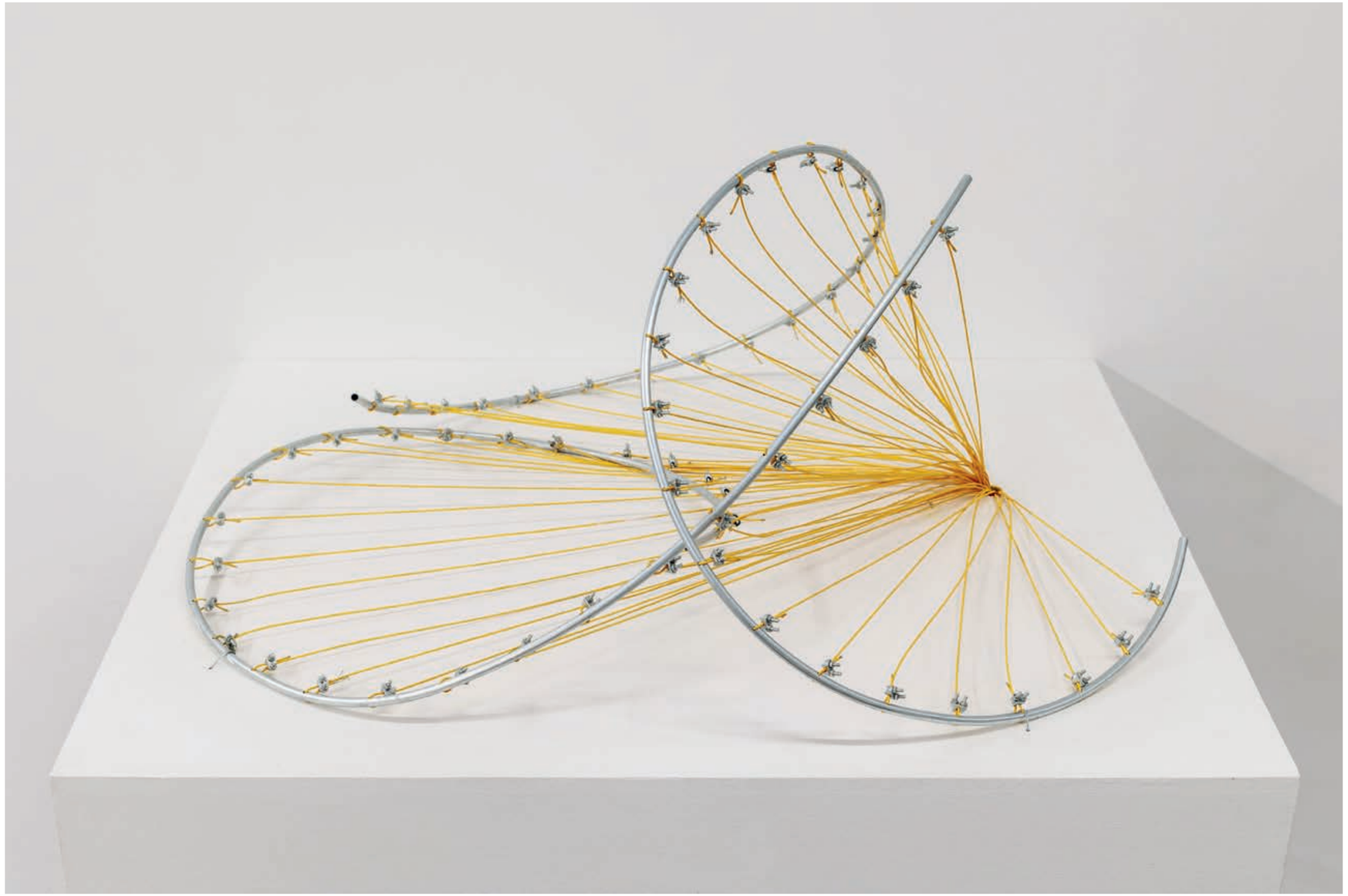
PASTOR DANCE

ESZENYI PANNA

KISS LILI

LOVAS BÁLINT

OROSZ GYÖRGY



1 PIECE.

FORMAT.
550 x 550 x 300 CM
(OPTION HIGHER)

CONCEPT. 3D MODEL FOR
THE SCULPTURE.

ART LOCATION.
OUTDOOR
ENTRANCE GREENFIELD

REALIZATION IN
YEAR 2026

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OPENING EVENT
4. AUGUST 2025
CHAPTER 3.0.

BMW GROUP Gyár Debrecen

MEDIA & DESIGN EGER

EGER 1774 ESZTERHÁZY KÁROLY KATOLIKUS EGYETEM

1871

modem

2025


AUTOPOESIS
ART PROJECT. BMW GROUP PLA
CEN. (2023 - 2025)
BMW
GROUP
Gyár Debrecen




BMW GROUP
BMW
GROUP
Győr Debrecen


BMW
GROUP
Gyár Debrecen



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BMW GROUP



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BMW GROUP
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Agency Dávid Kovács, P. 166 – 172

THE eART BOOK
Final artwork:
Astrid Benkler, Designer at
Benkler & Benkler GmbH,
Werbeagentur, benkler.com

Wordweaver Munich, editing english

Acknowledgments
BMW Group
BMW Manufacturing Hungary
BMW Group Art Jury

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Farkas Renáta, P. 74 – 77
Szendrei Anna, P. 78 – 81
HUFA, Budapest:
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